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THE NATIONAL NEWSPAPER OF MARKETING

Mystery Buying Offer Shakes Up General Outdoor

CHICAGO, May 4—General Outdoor Advertising Co. today countered a proposal made three days ago to buy 470,000 shares of the company's stock with a four-page letter to its stockholders questioning the motives of the unknown seekers of the stock.

To make things even more nerve-wracking for North America's largest outdoor company, Robert O. Naegele, president of Naegele Outdoor Advertising Co., Minneapolis, issued a scathing verbal attack against the GOA management, charging, among other things, that "GOA is the worst thing that ever happened to our industry."

Mr. Naegele got into the act when ADVERTISING AGE heard that he was leading the stock purchasing group. He denied the report. Other sources told AA that Gamble-Skogmo Inc., Minneapolis wholesale-retail merchandising company, wanted the stock.

According to these sources, Gamble-Skogmo would make the stock purchase with some $18,000,000 to $19,000,000 realized from the sale of its interest in Western Auto Supply Co. (AA, Aug. 30, '60), and then would name Naegele to operate GOA.

■ The fracas started May 1, when Allen & Co., New York stock broker, ran an ad in several daily newspapers offering to buy 470,000 shares of GOA stock at $40 a share, which was about $8 to $10 above market levels. Among other

(Continued on Page 10)

BULL'S EYE—*Morton Foods, Dallas, is running outdoor ads like this in 14 major southwestern markets to launch its new round Chip-O's. Glenn Advertising Agency, Dallas, handles the account.*

Advertising Is 'Fascinating, Vital,' but Citizen Role Is First, Benton Tells AA

Ex-Adman Is 'Proud of B&B'; Present Businesses 'Wholly Depend' on Ads

NEW YORK, May 3—William Benton, chairman of the Encyclopaedia Britannica, rose to the defense of advertising and Benton & Bowles this week. In a letter to ADVERTISING AGE commenting on an editorial in the April 24 issue, Mr. Benton called it a "bit naive," and went on to assert that the only "crack" he has made about advertising came after persistent questioning, and that he thought Chester Bowles' remarks in a CBS-TV interview (AA, April 17) "weren't volunteered either."

William Benton

Mr. Benton went on to say:

"I haven't discussed the advertising business with Chet Bowles in years. But I believe it is accurate to say that, whatever else either of us would add, both of us

(Continued on Page 12)

New Market Data

More than 1,600 pieces of market data are listed and described in this 14th annual Market Data Issue of ADVERTISING AGE. *A special section beginning on Page 43 reviews the U.S. market and lists the data, which are available from media, trade associations and other sources. Please use the return cards on Pages 55 and 56 for requesting data you would like to receive.*

Market Data Index

	Page
National Markets	50
Farm Markets	74
Regional, Local Markets	84
Canadian Markets	116
International Markets	116
Distribution Markets	118
Professional Markets	122
Industrial Markets	126

Business Paper Ad Volume Should Hit $600,000,000 in 1963, Kobak Predicts

McGraw-Hill's Fisher Tells ABP U.S. Economy to Hit $1 Trillion by '75

HOT SPRINGS, VA., May 5—Although dollar advertising volume in business papers will probably be below the 1960 level this year, the outlook for the years ahead is exceptionally good, the 55th annual spring conference of Associated Business Publications was told yesterday.

A study of the three previous post-World War II recessions indicates that industrial production is the key factor in business paper advertising, James B. Kobak, partner in J. K. Lasser & Co., told the publishers. Business paper advertising volume tends to peak out about three months after industrial production, to reach bottom on the down side about the same time, and thereafter to climb back, somewhat more slowly at first, but at an accelerated rate later.

■ If, therefore, the current recession is now about to move into an upward cycle, business papers can expect advertising volume to improve noticeably in three months or so, Mr. Kobak said.

While the upward movement may come too late to make 1961 equal to 1960 in dollar volume, he said, the outlook is for 1962 to be at the 1960 peak and 1963 at a new high level. This year's volume will probably be in the $500,000,000-$525,000,000 range, he said, about equal to 1959. In 1962 the figure should be $550,000,000 or so, about equal to 1960. By 1963 there is a good chance that business paper volume will reach the $600,000,000-$650,000,000 level, Mr. Kobak said.

■ An equally optimistic longer range view of the economy and the future of business papers was presented today by Shelton Fisher, senior vp of McGraw-Hill Publishing Co.

Running through some of the economic predictions made by McGraw-Hill's economics staff in the report, "The American Economy, Prospects for Growth Through 1975," Mr. Fisher said that the BTYT factor has been omitted. Economists are notably cautious,

(Continued on Page 168)

Down the Drain for McCann . . .

Colgate Moves Ajax to NC&K from McCann

McCann Loses Last of C-P Business After Hoping to Get It All

NEW YORK, May 5—Ajax cleanser moved to Norman, Craig & Kummel today, two days after officially ending a three-year stay at McCann-Erickson.

The Colgate-Palmolive product billed a reported $2,900,000 at McCann; the new agency thinks it will bill around $4,500,000. At McCann, Colgate also had Spree, a detergent toilet bar under test since 1958 which, McCann reports, was dropped several months ago. Colgate says the product is still in test, but made no mention of a new agency assignment.

Norman, Craig already handles Colgate's Veto deodorant line, Cashmere Bouquet soap, several test products including Dynamo heavy duty detergent and Poise deodorant, and in March was named for Wash 'n Dri, bought by Colgate in February. All told, NC&K now has probably upwards of $7,000,000 in Colgate billings, from a standing start in 1956.

■ The departure of Ajax and Spree marked the end of a "we want Colgate" drive that began at McCann around 1953 and ended instead of beginning with the 1958 appointments. It is a particularly bitter pill for Robert E. Healy, chairman of McCann-Erickson, to swallow.

Mr. Healy spent 19 years with Colgate and was vp in charge of advertising when he left in 1952 to join McCann as vp, treasurer and a director. He is believed to have passed on about $1 billion worth of Colgate advertising during that tenure and it was widely thought he might be an advance scout for substantial Colgate business.

Over the years, McCann was a periodic Colgate finalist, but it wasn't until April, 1958, that the agency cracked the ice with the assignment of an undisclosed new

(Continued on Page 167)

FCC Moves to Abolish Option Time Altogether

WASHINGTON, May 4—With a solid majority eager to vote option time out of existence, the Federal Communications Commission was looking ahead this week to the next step: The adoption of new restrictions curbing the ability of networks to line up big blocs of station time through other devices.

The actual timing of a move to get existing option time rules off the commission's rulebook depends on court procedures which are beyond FCC's control. But proceeding on the theory that it will eventually be in a position to work its will, FCC issued a notice this week which makes it clear that the commission intends to move rapidly and thoroughly once it has the chance.

■ At present, an FCC order which cut allowable option time from

(Continued on Page 167)

Top 100 Users of Magazines Spent 10% More in '60

MAB Reports Group's Total Hit $393,727,714; Auto Makers Finish 1-2-3

NEW YORK, May 5—The 100 leading magazine advertisers of 1960 boosted their investment in the media to $393,727,714, a 10.3% gain over the $356,880,516 spent in 1959. The increase was bigger than that chalked up by all other magazine advertisers—7.7%.

These findings were part of a report issued by the Magazine Advertising Bureau of the Magazine Publishers Assn. The report differed from the earlier Leading National Advertisers Inc. and Broadcast Advertisers Reports breakdown (AA, March 27) by ranking magazine users only.

General Motors still led the way, with a $39,118,874 expenditure in magazines. Two other auto makers—Chrysler Corp., with $12,991,794, and Ford Motor Co., with $11,736,280—held the second and third spots. They were followed by American Telephone & Telegraph Co., with $11,082,076, and Distillers Corp.-Seagram's, which spent $10,876,273 in the medium.

A list of the top 100 magazine users and their expenditures appears on Page 10. ≠

Last Minute News Flashes

Marsteller Reportedly Getting Agrico Fertilizers

NEW YORK, May 5—Marsteller, Rickard, Gebhardt & Reed today appeared "very likely" to get the consumer end of Agrico fertilizers—now handled by M. L. Grant Inc.—made by American Agricultural Chemical Co. Marsteller already has the Agrico farm fertilizer and industrial chemicals portion. American's total billings are "more than $500,000."

H. A. Bohm & Co. Names Klau-Van Pietersom-Dunlap

CHICAGO, May 5—H. A. Bohm & Co., marketer and importer of photographic products, including Voigtlander cameras, has named Klau-Van Pietersom-Dunlap, Chicago, to handle its advertising, effective immediately. Billings will be between $250,000 and $500,000. Gourfain-Loeff, Chicago, previously handled the account.

Weatherhead Names Carr Liggett for All Divisions

CLEVELAND, May 5—Weatherhead Co., which recently consolidated all sales activities in this city, has named Carr Liggett Advertising to handle all of its divisions: Industrial products, formerly with Stoetzel & Associates, Chicago; aviation and LP gas products, formerly with Bayless-Kerr, Cleveland; automotive products, formerly with Carlson & Co., Indianapolis; and a new hydraulic pneumatic components division. Combined billings for all four divisions is expected to be in excess of $500,000.

(Additional News Flashes on Page 167)

'Eventual Deterioration' of 15% Commission Foreseen by Briggs

At Direct Mail Day Session, EWRR Exec Hits AA's 'Peculiar' Attitude

NEW YORK, May 2—James B. Briggs, exec vp and creative director of Erwin Wasey, Ruthrauff & Ryan, today championed a more professional attitude among advertisers and direct mailers, then blamed ADVERTISING AGE and the rest of the advertising trade press for the current unprofessional "image" of the industry.

Speaking at a luncheon session of New York Direct Mail Day, Mr. Briggs predicted that in 20 years the advertising business would be a collection of "highly specialized vertical services" instead of today's advertising agency setup implemented by satellite services. The reason for the demise of the ad agency, he said, will be "the economic pressures on the advertiser, coupled with the eventual deterioration of the 15% system."

Mr. Briggs contended that this trend to vertical specialization was a "bright ray of hope for the direct mail specialists." He told the direct mailers that "the monkey is on your back to drive your own business to professionalism and shy away from the dreary platitudes of the present."

■ In examining the causes of the recent "image demise" of advertising, Mr. Briggs criticized the

(Continued on Page 175)

Brown Predicts Breakthrough in Ad Effect Studies

TORONTO, May 2—The advertising industry is on the verge of a "major breakthrough" in the measurement of advertising impact, according to George H. Brown, director of marketing research of Ford Motor Co.

George H. Brown

Mr. Brown told the annual meeting of the Assn. of Canadian Advertisers today that sufficient progress during the last five years has been made to warrant expectations of a breakthrough. It is most likely to occur in the area of the cost of measuring sales results, he said.

He reviewed the progress being made with five major problems of measurement:

1. Separation of advertising effect from other factors that influence sales.

"On this front, two approaches have been developed. The first of these is the application of experimental design to the advertising process. In an experimental design, a randomly selected group is exposed to the advertising and a comparable random group is not exposed. The difference between the exposed and unexposed group *after* the advertising, less the difference that existed prior to the advertising, is a measure of advertising effect.

■ "In direct mail advertising, for example, every other name on a mailing list can be marked to receive the mailing pieces and the intervening names marked not to receive them. The gain in the exposed group over the unexposed group after the direct mail campaign can be caused only by the direct mail effort. Instead of the vain attempt to hold all other factors constant, the test is arranged so that all other factors at work in the market affect the test and control groups equally," he said.

"Considerable technical skill is required to make sure that the exposed and unexposed groups are truly comparable, and that the appropriate statistical techniques are used to measure the extent of sampling variation between the

(Continued on Page 176)

VW, Distributors' 18-Month Spending Will Hit $10,000,000

LOS ANGELES, May 3—Volkswagen distributors and dealers in the U.S. expect to invest about $6,000,000 in advertising over the next 18 months, an increase of $1,000,000 over expenditures in the same period in 1959-'60.

Earl Gandel, ad manager of VW's Los Angeles distributor, Competition Motors Distributors, told ADVERTISING AGE that the 15 U.S. distributors and 550 dealers around the country will contribute an average $25 to $30 per car in ad funds through 1962.

Mr. Gandel, one of 50 VW ad and sales execs who attended a marketing conference in Palm Springs last week, said present projections call for sales of about 200,000 units through next year.

■ Factory ad expenditures, he added, will run from $3,500,000 to $4,000,000, bringing total VW ad support to close to $10,000,000 over the next 18 months.

Doyle Dane Bernbach is the agency for VW and for six of its largest distributors. =

Rominger Adds Account

Great Southwest Warehouses, Dallas, has appointed Rominger Advertising Agency, Dallas, to handle its advertising. Great Southwest was formed more than two years ago through the consolidation of two Dallas moving and storage companies, Dallas Transfer & Terminal Warehouse Co. and Interstate-Trinity Warehouse Co.

SPIRIT MENDER—*This b&w page, set for the May 27 issue of The Saturday Evening Post, is typical of the ads in the 1961 campaign of Hammond Organ Co., Chicago. Ads will also appear in House Beautiful, Life and Reader's Digest. Young & Rubicam, Chicago, is the agency.*

Gardner Resigns National, Hitting Rival Presentation

ST. LOUIS, May 4—Gardner Advertising announced today that it has resigned the National Car Rental System account, after a National management shift resulted in a "surprise" presentation by Foote, Cone & Belding.

National's top echelon change, which saw Tad Hankey of Los Angeles elected chairman of the board in January, has "resulted in conditions that make it impossible to continue the association," said Charles E. Claggett, president of Gardner. He put National billings at about $600,000.

According to the Gardner version, Mr. Hankey invited Foote, Cone's Los Angeles crew to make a presentation before National's board here—without advising the board in advance. Instead of appointing a new agency, however, the board passed a resolution that a committee be appointed "to determine whether any dissatisfaction actually existed, and if so, specifically what it was," Gardner said.

Mr. Claggett said the National committee was planning to open

(Continued on Page 176)

75% of Industrial Advertisers Have No Ad Objectives, Sargent Tells AIA

Only 9% of Companies in Study Had Integrated Marketing Aim Patterns

NEW YORK, May 3—Three-quarters of the industrial product companies interviewed by the keynote speaker for the Assn. of Industrial Advertisers special workshop meeting today turned out to have set no advertising objectives at all.

Indications were that not only did they lack ad objectives, but they also had no formal marketing objectives.

John R. Sargent, partner in Cresap, McCormick & Paget, told the workshop—the first of a new annual series—that he had taken a sample of 32 companies located in a broad belt from New York to Chicago. The survey, he said, was diversified and conducted in depth among advertising, sales and top management people. However, "It's not projectible to all industrial products companies—the percentages probably can't be applied with accuracy on a nationwide basis. But we are convinced that it does give the broad proportions of the problem which exists," he said.

In his sampling, about 16% had been found to have set ad objectives, but these objectives had not been well integrated into the companies' over-all objectives and marketing objectives—"where they exist," Mr. Sargent said.

In addition, "only about 9% of our sample companies had set up over-all company objectives, marketing objectives and related advertising objectives, and are using these as a basis for their advertising programs."

■ Mr. Sargent said that one of the problems encountered in the study was "to explain the differences between the 'advertising budget' and advertising objectives."

The survey also showed up "wide evidence of dissatisfaction and even

(Continued on Page 153)

Client Should Pay Agency, Too, Rubel Declares

Regardless of Media's 15%, Better Paid Shop Will Use Ad Funds Better

NEW YORK, May 2—An advertiser probably could make its ad dollars go twice as far by paying its agency a stipend approximately one-third as much as the 15% it receives from media, Ira W. Rubel, management consultant and advertising cost expert, told the New York chapter of the Assn. of Industrial Advertisers yesterday.

Mr. Rubel pointed out that a one-third increase in normal agency compensation, derived from standard media commissions, would amount to only 5% of an advertiser's cost. He said that it would be sufficient to allow agencies to do their very best for a client.

■ He also suggested that advertisers offer to agencies one-third of the amount by which the advertising cost ratio to sales is reduced, as an incentive to make advertising more effective.

"Advertisers are too concerned with agency compensation and not enough with advertising productiveness. It is in this area that millions of dollars of advertising effectiveness can be achieved, in comparison with the pittance that might be saved by chiseling on agency compensation," Mr. Rubel told ADVERTISING AGE in a later discussion.

Agencies deserve more money for their highly skilled services, he said, if they are doing their job well. And they shouldn't be on the defensive about their compensa-

(Continued on Page 168)

Guild, Jones Hit 'Eggheads' at ADS Convention

Guild Cites Dropping of College Ad Courses; Rider Named President

(Extended coverage of Mr. Guild's remarks appears on Page 165).

MINNEAPOLIS, May 2—Concern about the state of advertising education, a blast at egghead critics of the ad business, and a presidential election contest sparked the biennial national convention of Alpha Delta Sigma, professional advertising fraternity, held last week on the University of Minnesota campus.

Speakers, taking their cues from the convention theme, "Tomorrow's Advertising," predicted that ads will have to be of top quality and more imaginative than ever to be heard in an era of intense business competition.

The new national president is Rol W. Rider, 42, a former account supervisor with Young & Rubicam, who last year joined the faculty of California State Polytechnic College, San Luis Obispo.

Mr. Rider defeated Milton Gross, University of Missouri, who is stepping out as paid executive secretary of the fraternity after 14 years.

■ The winner promised an action program "run by the undergraduates." He proposed more power for regional vps and better coordination of their activities.

Retiring president Walter Guild, president of Guild, Bascom & Bonfigli, San Francisco, in the keynote

(Continued on Page 148)

Highlights of This Week's Issue

Salada-Shirriff-Horsey appoints Vickers & Benson and Ronalds-Reynolds to handle account formerly handled by Leo Burnett Co. of Canada ..... **Page 4**

Carrier Air Conditioning sets $3,500,000 drive, largest campaign in its history ..... **Page 6**

Howard G. Sawyer, vp of marketing services of Marsteller, Rickard, Gebhardt & Reed, says with product differences becoming less discernible, advertising's primary job should be to plug the company first and the product second ..... **Page 24**

Newark Morning Ledger Co. files application in Springfield superior court seeking "to annul or suspend" 1961 amendments to pension plans of Republican Publisher Co. and Springfield Publishing Co.—and set up a receiver, in an effort to gain control of the Springfield Daily News and Union and Sunday Republican ..... **Page 32**

Radio Corp. of America reports it spent $31,000,000 for advertising in 1960, a decrease of $800,000 from what was spent in 1959 ..... **Page 36**

Top television commercials in 30 product categories for the 1960-'61 season are honored at the second annual American tv commercials festival ..... **Page 146**

Milwaukee Journal Consumer Analysis, 1961 edition, reveals Gleem is the preferred toothpaste in greater Milwaukee, followed by Colgate, Crest and Pepsodent ..... **Page 148**

Duncan Hines uses a "rice bonanza" in an unusual introductory offer and promotion in New Jersey test market ..... **Page 149**

New advertising and public relations agency, Handley, Gross, Luck & Miller, opens offices in Chicago ..... **Page 151**

S. R. Bernstein, editorial director of Advertising Age, says the advertising field can and must be purged of dishonest and disreputable elements ..... **Page 152**

Dallas Spring Auto Market Show will sell cars as well as exhibit them ..... **Page 154**

Washington State apple growers will vote in June on an advertising assessment boost ..... **Page 155**

Canada Dry launches a $350,000 campaign to promote its canned drinks ..... **Page 156**

Smaller southern California newspapers join forces to do competitive battle with larger metropolitan dailies ..... **Page 157**

Lever Bros. schedules new lineup of television shows on CBS and ABC following dispute with NBC-TV over time and show assignments ..... **Page 158**

Bureau of Advertising study reveals 50% of Shell Oil dealers like Shell's newspaper campaign better than previous campaigns ..... **Page 164**

Walter Guild, president, Guild, Bascom & Bonfigli, says colleges should have more advertising courses and more non-advertising students should attend them ..... **Page 165**

Oregon and Washington new car dealers put the primary responsibility for ills in the new car business at the door of automobile manufacturers ..... **Page 166**

Northern Illinois Gas Co. schedules drive to inform potential gas users that permits may now be obtained immediately ..... **Page 171**

FIGURES TO FILE

Top 100 Magazine Advertisers, 1960 ..... **Page 10**
U.S. Productivity & Income ..... **Page 44**
Nielsen Network TV ..... **Page 156**
Net TV Gross Time Billings ..... **Page 160**

REGULAR FEATURES

Advertising Market Place 172
Along the Media Path 164
Coming Conventions 159
Editorials 16
Getting Personal 20
Information for Advertisers 38
Obituaries 152, 166
Photographic Review 40
Rough Proofs 16
This Week in Washington 175
Voice of the Advertiser 162
What They're Saying 16

Regionalism Spreads in Network TV Buys

Brewers' Marketing, Setups, Sport Blackouts Spark Selective Buying

By Ramona Bechtos

NEW YORK, May 2—Is NBC-TV setting a trend toward more regional sales?

While NBC prefers to sell full network sponsorship, it appears that more limited lineup buys are popping up on its schedules. The question of when a network order is considered regional is debatable, but there can be no doubt in anyone's mind that the sponsors of the Mitch Miller show fall into this category.

It all started when P. Ballantine & Son came to NBC and said that despite its limited distribution it wanted desperately to "sing along" with Mitch. The network was eager to accommodate the big beer spender and decided to accept the business when another advertiser was signed whose lineup complemented Ballantine's. The brewer sponsored the show on about 26 stations along the east coast and in the South, while Malt-O-Meal carried it on approximately 59 stations in the western and central parts of the country.

■ The Mitch Miller show, which ran on an alternate-week basis for seven weeks, ended April 21, but Ballantine already has signed for the program in the 1961-'62 season. Moving to an every-week time slot at 10 p.m. (EST) Thursdays, the show will have a more complex lineup of sponsors.

Alternate-week sponsors will include Ballantine for stations along the eastern seaboard; Falstaff for the southern half of the country, from Washington, D.C., to California, and in some eastern markets; and Safeway Stores for the Pacific Coast. But there's always room for one more, and the network is trying to interest Thomas Leeming & Co. in joining this regional roster. Alternate hours will be shared on a regular network lineup by R. J. Reynolds and Buick.

"Bat Masterson" is another NBC

(Continued on Page 173)

GIFT FOR DAD—*The Kings Men division of Helene Curtis Industries, Chicago, will run this Father's Day ad in June in Esquire and Look. Edward H. Weiss & Co. is the agency.*

At ACA Meeting . . .

Lever's Lockwood Urges Research to Heighten Effectiveness of Advertising

Stewart Warns More Ads Bring Growing Threat of Consumer Resistance

TORONTO, May 3—Theme of the three-day meeting of the Assn. of Canadian Advertisers, which ended here today, was: "Efficient advertising—key to profits."

Agencies, media, researchers and others quickly got the warning message.

"The recession we have just been through," said retiring ACA head Allan B. Yeates, of Prudential Insurance Co., "has taught Canadian business men some valuable lessons. We in advertising have learned there is no room for wastage in our advertising expenditures. Now—more than ever before—every dollar we spend must bring results."

Then an opening-day speaker, J. C. Lockwood, president of Lever Bros. Ltd., who rose from the soap maker's advertising staff, gave agencies a few words of advice as he turned a management spotlight on marketing costs in such areas as creativity, market research, production and the training of marketing people.

■ "Are advertising ideas," he asked, "checked and examined as carefully as product ideas? When I think of the painstaking care we take over the choice of brand names, color, perfume, packaging and performance of our products, and the money needed to do all

(Continued on Page 150)

Big Users Like Dailies' Discounts but Have Some Reservations, AA Finds

Some Feel They're Not Big Buying Incentive Because of Inflexibility

NEW YORK, May 4—In the wake of the American Newspaper Publishers Assn. convention, with its emphasis on discounts, and the blast of J. J. Hartigan, senior vp of Campbell-Ewald Co., about the "rate jungle" now created by the discount snarls, the advertising business was trying to assess the meaning of the discounts to newspapers.

One of the major arguing points for newspaper discounts is that they will encourage use of the medium by the major advertisers.

Last week, ADVERTISING AGE checked the top ten newspaper advertisers of 1960, which in total, spent $145,334,518 of the $782,149,000, total national dollars carried by newspapers last year, or about 18%.

In general, these top users of newspaper space, whose individual budgets range from $40,000,000 to $6,700,000, make these points:

1. They're in favor of efficiency in buying.
2. They're in favor of discounts.
3. The present discount structure is confusing.

(Continued on Page 170)

Ad Budget Is Competitive Weapon, Not Internal Cost or Sales Ratio Item: Kober

TORONTO, May 3—Part of a study of advertising effectiveness made by Vickers & Benson was unveiled before the Assn. of Canadian Advertisers by Ted Kober, the agency's director of marketing. The complete study is aimed at improving the effectiveness of advertising messages, media and budgets. Today's presentation covered only budgets.

This part of the study was designed to throw light on the relationship between share of market and "share of consumer mind" achieved by advertising, all other factors being "equalized."

ACA Meeting

It covers three U. S. soap companies, five food companies and five drug and toiletries advertisers.

He indicated that the study showed it is unrealistic for advertising managements to establish an ad budget (1) merely as a factor of the company's internal cost structure, or (2) as a percentage of the company's present or future sales, or (3) by calculating "only our company's own advertising task."

Mr. Kober indicated that many companies fail to recognize the basically competitive nature of advertising itself, and therefore, the basically competitive function of the advertising budget.

"Modern marketing management," he added, "has rightly recognized the need to be fully competitive in nearly all phases of marketing. Therefore, is it not logical to propose that the competitive approach to the consumers' share of mind become a major consideration in formulating and determining an effective advertising budget?"

■ Three major soap companies, said Mr. Kober, had combined sales of $2.1 billion in 1959. Together, they spent $284,000,000 on advertising that year to gain "a share of consumers' minds."

In 1955, the first of these companies had a 15.9% share of the group's combined market. This percentage rose in succeeding years to 16%, 18.1%, 18.9% and finally to 19.2% in 1959. In 1955, the same company spent 24.8% of the group's combined advertising ex-

(Continued on Page 30)

Omega Shifts to Harrison; Cites Retail Know-How

Watch Marketer Says It Leaves BBDO to Get 'Completely New Concept'

NEW YORK, May 3—It's a restless watch industry.

The Longines move out of Victor A. Bennett Co. after 13 years was followed this week by Omega's exit from Batten, Barton, Durstine & Osborn.

Norman M. Morris Corp., New York, distributor of the high-price Omega watches ($55 and up), named Lester Harrison Inc. to succeed BBDO, citing Harrison's "unusual merchandising experience and retail-oriented background."

Three years ago, when Omega moved to BBDO, the former Hamilton Watch agency, the Morris company explained that it needed the facilities of a larger agency.

This week the company said it wanted a "completely new copy concept," keyed to the jewelry trade.

Omega has been billing about $300,000 at BBDO, according to measured media figures. The bulk of this advertising has gone into magazines.

■ Omega and Longines follow a long line of watch companies which have made recent agency switches. The entire industry has been unsettled by the sharp decline in the jeweled lever market.

• Bulova Watch Co., traditional bellwether of the industry, moved its $4,000,000 account from McCann-Erickson to Sullivan, Stauffer, Colwell & Bayles last month.

• Elgin Watch Co., now with J. Walter Thompson Co., is currently reviewing presentations from nine agencies.

• Last year U.S. Time Corp. moved the Timex account from W. B. Doner to Warwick & Legler and Croton Watch switched from Heineman, Kleinfeld, Shaw & Joseph to Lawrence C. Gumbinner Advertising Agency.

These changes follow a wave of switches in 1958 and 1959, when Benrus, Gruen, and Watchmakers of Switzerland all appointed new agencies.

Can't Tell Longines Ad Folk from Agency Without Score Card

NEW YORK, May 4—ADVERTISING AGE reported last week that Longines-Wittnauer Watch Co. had assigned its $1,000,000 account to a newly-formed agency, Kenilworth Advertising & Broadcasting Productions.

George D'Amico, ad director of Longines, insisted then that Kenilworth would not be a house agency for Longines, but would handle other accounts.

No further comment was available from Longines, but these additional facts have now been ascertained:

• Kenilworth's address is 1 W. 47th St., a building connecting with 580 Fifth Ave., Longines' headquarters.

• The agency's name is Kenilworth, and Alan R. Cartoun, vp of Longines, lives on Kenilworth Rd., in Harrison, N.Y. Mr. Cartoun, who apparently triggered the move from Victor A. Bennett Co., is the son of M. F. Cartoun, chairman and chief executive officer of Longines.

• Credit forms filed by Kenilworth with media list the following principals: Mr. D'Amico; H. J. Cowan, who is pr director of 'Longines; Ethel Kleinman, who is ad manager of Longines; and Shirley Stockman, a Longines employe for

(Continued on Page 169)

Success Overseas Brings Top Post at Colman, Prentis & Varley to Cort

60% of CPV Billing Is Abroad; Agency Believes in Foreign Stock Holding

LONDON, May 4—Leslie B. Cort, silver-haired, quiet-spoken Yorkshireman, was this week named managing director of Colman, Prentis & Varley, one of Britain's leading agencies.

Leslie B. Cort

Elevation of Mr. Cort to chief executive officer was regarded here as a significant management change.

Col. A. N. C. Varley has been managing director of CPV since the founding of the agency in 1934. He will continue to serve as chairman.

Mr. Cort joined CPV in 1951 and has been responsible for development of the agency's international operations. He will continue to function as managing director of CPV International.

The official announcement of the change called this move an effort "to integrate more fully" the domestic and international operations. However, London ad circles were reading it a little differently.

■ A change in CPV top management has long been expected here. It has not gone unnoticed that while the agency has been forging ahead spectacularly in the inter-

(Continued on Page 160)

'Miami Herald' to Offer New 3-D Discount Plan in August

The *Miami Herald* will offer new discounts to national advertisers, effective Aug. 1. At the same time, the *Herald* said its daily line rate would go from 85¢ to 90¢ and its Sunday rate from 90¢ to 95¢.

The paper's new schedule, labeled "3-d", calls for page discounts ranging from 12% for 10 pages to 24% for 70 pages used within a contract year; continuity-discounts starting at 3% for 300 lines a week run 12 out of 13 weeks, to 20% for 2,400 lines run 48 weeks out of 52; and bulk discounts offering 1% off for 2,500 lines run within a contract year, to a 20% discount for 300,000 lines.

Briggs Seeks New Agency

Briggs Mfg. Co., Detroit, manufacturer of plumbing fixtures, is looking for a replacement for MacManus, John & Adams, which resigned the account last week. The company has pared its advertising expenditures in recent months and now is using only a small amount of trade advertising but expects to get back into advertising "sooner or later," the company said.

Briggs spent $650,000 in 1957 for advertising, and cut back to $182,000 in 1960. Expenditures so far this year, however, were reported as negligible.

'Beaker of Bile' TV Ads Produce Display of Freberg Spleen

NEW YORK, May 4—Rosser Reeves, best selling author and chairman of Ted Bates & Co., who has been getting a lot of publicity lately, picked up some more on Monday night, thanks to Stan Freberg's appearance on the "Jack Paar Show" (NBC-TV).

Unless he subscribes to the school of thought that any publicity is good—especially when there's a new book to be sold—Mr. Reeves may not have been too pleased. The subject of Mr. Reeves and Ted Bates came into the conversation when Mr. Freberg, comedian and commercial writer-performer, was asked what he found objectionable about tv commercials:

"I object to the kind of commercial that traps you in your living room . . . Like those ones where the man is draining all eight of his sinus cavities . . . A man named

Rosser Reeves, who is a very bright man, has a best-selling book now called 'Reality in Advertising' and he wrote an article for *Esquire* . . . and he is chairman of the board of Ted Bates & Co . . .

■ "I'll tell you about his school of advertising. He represents the doctors-in-the-white-coats-fast-fast-fast-relief-now-see-what-happens-when-I-add-this-beaker-of-liver-bile approach. He is the dean of the gastro-intestinal school of advertising. And so, you know, it's quite simple. He's not alone; there are many agencies that believe the way to sell is to irritate people . . ."

With Mr. Freberg's appearance on the Paar panel, the discussion for several minutes turned to tv advertising, which gave Mr. Paar and all his guests a chance to air their gripes about commercials. Mr. Paar spoke out against "those nose drops and the little bells going and all the hammers going" and the screaming in the Vic Tanny and Hertz commercials.

Selma Diamond objected to television's showing "for the whole world to see—the things that you do at home with the bathroom door locked . . . You don't stand in the living room while your friends are eating and brush your teeth and all that . . . Now if I'm watching television and I'm eating and some commercial comes on that shows something disintegrating inside of somebody, I am so offended by this that I don't switch to another station; I just turn the set off."

Mr. Freberg recommended that Miss Diamond use Blab-Off, a little button that kills the sound.

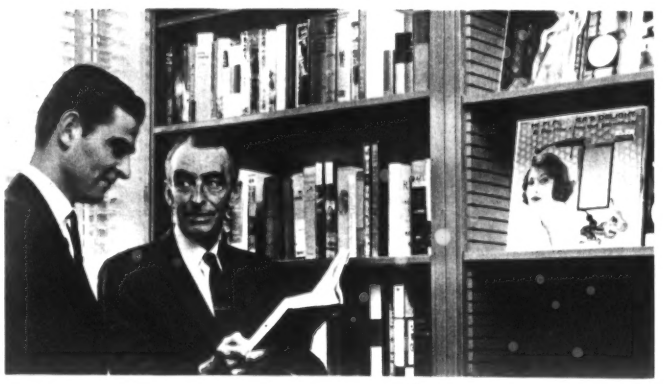
■ Cliff Arquette was against the Bufferin-aspirin race, cigaret advertising for the "best" brand, and dishonest ads such as those for detergents that falsely claim to work in cold water.

Mr. Freberg assured his fellow panelists that the hard-sell school of advertising really believes that people like to be trapped in their living room. "They think people are sitting there glued to the set, waiting for the movies to be interrupted so some guy can come in and talk about regularity," he continued.

But all the criticism was not aimed at sponsors and agencies. Mr. Freberg said the president of Chun King chow mein tried to buy 49 minutes of time, first on NBC Radio and then on CBS Radio, to broadcast the new musical revue album: "Stan Freberg Presents the United States of America." Both networks turned it down. Why? The material was too satirical, was Mr. Freberg's guess. He then proceeded to do the "Take an Indian to Lunch" number, thereby demonstrating that NBC-TV was not so squeamish. ≠

Owen Elected Club Head

Ray Owen, vp and general manager of KCEE, Tucson, has been named president of Tucson Radio & Television Broadcasters Assn.



AGENCY LIBRARY—*Kircher, Helton & Collett, Dayton, established a "pleasure" library during National Library Week to honor one of its founders, Carter B. Helton Sr. Carter Jr. (left), member of the production department, is the first employe to check out a book in the library. With him is Ralf Kircher, president, who helped found the agency in 1938.*

Salada to Shift From Burnett to Vickers, Ronalds

TORONTO, May 3—Salada-Shirriff-Horsey will officially drop Leo Burnett Co. of Canada, one of its two domestic market agencies, on July 1 (AA, April 24).

The Burnett portion of the Salada account, estimated to involve $1,600,000 in billings, will be split between Vickers & Benson, already a Salada agency, and Ronalds-Reynolds.

The agency switch does not come as a surprise, for there have been major differences between Burnett and Salada for the past 18 months, ever since the resignation of James Barnum, former Salada exec vp, now reported to be a medical student. Some circles, however, see in the switch a boost for Canadian shops in the ever-present U.S. versus Canadian agency haggle.

■ Ronalds-Reynolds will get the account of Salada tea products, estimated to bill $600,000. The bigger portion of the Burnett business, estimated to involve $4,000,000 in billings, will move to Vickers & Benson.

This includes advertising for products sold under the Shirriff, Horsey, Junket, Made-Rite and Watson's brands. Vickers & Benson will continue to direct corporate advertising, estimated to bill about $200,000.

Vickers & Benson will have about $1,200,000 in Salada-Shirriff-Horsey billings, and Ronalds-Reynolds has about $600,000, according to informed sources.

Hugh J. Anderson, Salada advertising manager, said that during the past two years the company had extended its activities in the home service field and had given increased emphasis to the importance of operations in Quebec.

■ "We contemplate no change in our policies in this regard," he said, "and our agencies are well-equipped to project the needs of the company in the expanding and competitive field of food in this burgeoning economy of ours."

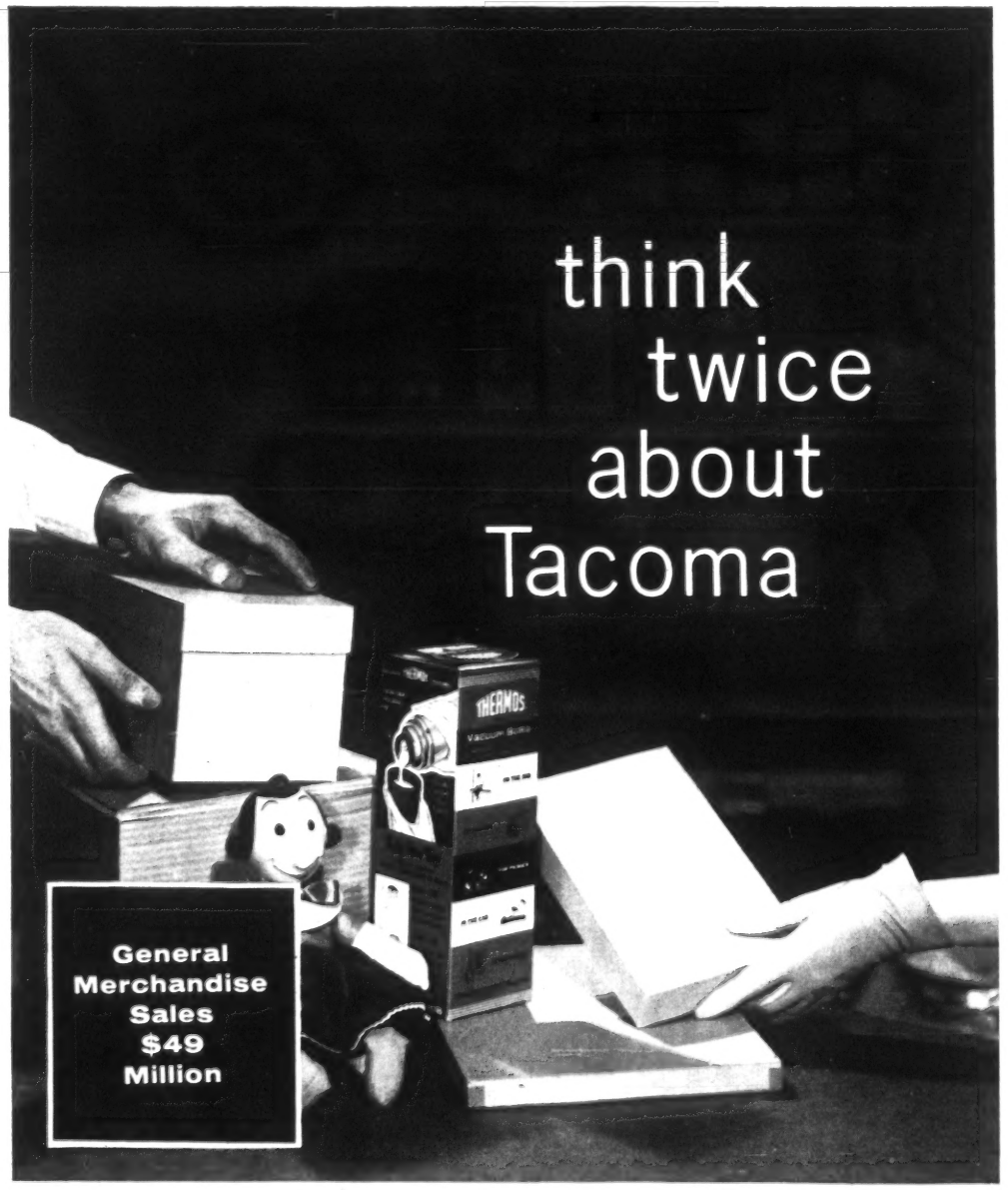
This was taken by observers to mean that Salada had not been satisfied with Burnett's activities in the home service field or in the province of Quebec, but no one here was prepared to comment.

All Salada advertising in the U.S. will continue to be directed by Doyle Dane Bernbach, New York.

Fishman to Bentley, Barnes

Louis Fishman & Co., Chicago, manufacturer of Bearcat tires, has appointed Bentley, Barnes & Lynn, Chicago, to handle its advertising. Cre-Ad Mail, Chicago, formerly handled the account.

Planning a promotion in the Pacific Northwest?



Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle *and Tacoma*. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*. Circulation now more than 86,000.

Ask the man from Sawyer-Ferguson-Walker Company.

How $9 Billion Grows to More Than $330,000,000,000

The critical market for household products is the never-ending stream of young men and women who get married each year—3,400,000 in 1961.

They spend $9 billion a year for what they eat and use—grow steadily in number to become America's huge $330 billion Family Market. Today these big buyers of tomorrow are making their brand decisions for a lifetime.

Many manufacturers of packaged foods, household and personal products are making lifelong customers of these new families by using the low-cost BRIDAL-PAX program of Controlled Product Sampling, and getting outstanding results—increasing sales up to 242%. Get the facts. Find out what this new low-cost program can do for you. Drop us a note, or call IVanhoe 5-0660.

BRIDAL-PAX, INC.

Controlled Product Sampling

25 Hempstead Gardens Drive, West Hempstead, N. Y.

Offices in principal cities: United States, Canada and Great Britain

The Art of Leadership

Of the 17 awards for excellence in editorial art presented to magazines this year by the Art Directors Club of New York, four went to LOOK. No other magazine won more than two.

A total of 11 LOOK features was selected for display at the club's 40th annual National Exhibition. The LOOK honors covered editorial subjects ranging from food and fashion to national affairs.

There are as many approaches to editorial art in magazines as there are magazines. Art in LOOK is used as an aid to communication, not as an end in itself. It is designed to enhance the message, rather than obscure it. The critical acclaim for the LOOK approach is further evidence of the scope of LOOK leadership.

LOOK

25th Year of Publication

Carrier Sets $3,500,000 Push

SYRACUSE, May 3—Carrier Air Conditioning Corp. will spend about $3,500,000 for advertising and sales promotion this year. This is the biggest budget in its history and the major part of the parent Carrier Corp. budget of some $5,-200,000.

The remaining $1,700,000 will be divided among seven other divisions, with the bulk of it going into Bryant Mfg. Co., Day & Night Mfg. Co. and the Payne Co., which make furnaces, boilers, heaters, air conditioning and similar equipment.

Carrier air conditioning advertising has switched from last year's four-color consumer schedule to an all b&w program (except for a January ad). More than 70 pages are scheduled for consumer magazines with a business paper schedule of about $250,000, embracing 57 publications.

KEEP COOL—*This Carrier b&w page in the next several weeks will run in American Home, Better Homes & Gardens, House Beautiful, House & Garden, Holiday, Living for Young Homemakers and Time. N. W. Ayer & Son is the agency.*

■ Consumer advertising emphasizes the low cost (generally around $800-$900) of central air conditioning in the home.

Business paper advertising breaks down into trade, residential, industrial and school segments. Special attention goes to selling consulting engineers and architects. They are being told that they are well advised to use material components from one manufacturer.

N. W. Ayer & Son, Philadelphia, is the Carrier agency. #

Collett to 4A's as Staff Executiv

Hugh Collett has joined the American Assn. of Advertising Agencies, New York, as a staff executive. He was formerly executive assistant to the president of the Advertising Federation of America, where he also was national campaign director of the advertising week-year campaign.

Enrollments Opened for Ad Age's 4th Summer Workshop on Creativity

Aug. 1-4 Set as Date for Annual Creative Advertising Sessions

CHICAGO, May 4—The fourth annual Summer Workshop on Creativity in Advertising will be held at the Palmer House, Chicago, Aug. 1-4.

The Workshop, sponsored by ADVERTISING AGE, is devoted to a review and discussion of creative advertising, both print and broadcast, and has played to sell-out houses of more than 450 people in previous years.

The workshop is planned as the one focal point each year for those whose primary interest is in the content and appearance of advertising in all media—copy directors and writers, advertising and sales promotion managers, art directors, and all others whose primary function is to create, develop or judge good advertising copy and creative art.

■ In general charge of the workshop, as in past years, are S. R. Bernstein, editorial director of ADVERTISING AGE, and Dr. Steuart Henderson Britt, professor of marketing at Northwestern University, former agency executive, and author of "The Spenders."

Members of the faculty, all devoting themselves to the creative problems of advertising, include:

Norman (Pete) Cash, president, Television Bureau of Advertising; Marion Harper Jr., head of Interpublic Inc. (McCann-Erickson and related companies); Leo Burnett, head of Leo Burnett Co.; Richard C. Christian, president, Marsteller, Rickard, Gebhardt & Reed; Robert F. DeLay, president, Direct Mail Advertising Assn.; Ed Graham, creative director, Outdoor Advertising Inc.

■ Also Fairfax M. Cone of Foote, Cone & Belding; Ernest A. Jones, president, MacManus, John & Adams; William D. Tyler, exec vp, Benton & Bowles; Everett D. Biddle, president, Biddle Co.; Earle Ludgin, chairman, Earle Ludgin & Co.; Chester L. Posey, senior vp, McCann-Erickson.

Also Walter Weir, chairman of the executive committee, Donahue & Coe; Mitch Leigh, president, Music Makers Inc.; Hooper White, New York commercials production manager, Leo Burnett Co.; Harry Wayne McMahan, television consultant; Edgar Kobak, management consultant and former network president; Donald S. Frost, vp, Bristol-Myers Co.; Hildred Sanders, vp and radio-tv director, Honig-Cooper & Harrington.

■ Also Virginia Graham, radio-tv personality and promotional representative of Clairol; Dinka, president of Prestige Films, Paris; Lawrence E. DuPont, vp for radio-tv of Tracy, Locke Co.; Wesley Aves, president, Aves, Shaw & Ring; Stan Freberg, radio-tv producer; John W. Amon, vp and art director, Needham, Louis & Brorby; Robert Pleskin, vp in charge of art, Benton & Bowles; Suren Ermoyan, supervisor of graphic design, Batten, Barton, Durstine & Osborn; N. Lee King, vp and creative director, Edward H. Weiss & Co.; Lester Beall, advertising designer and consultant.

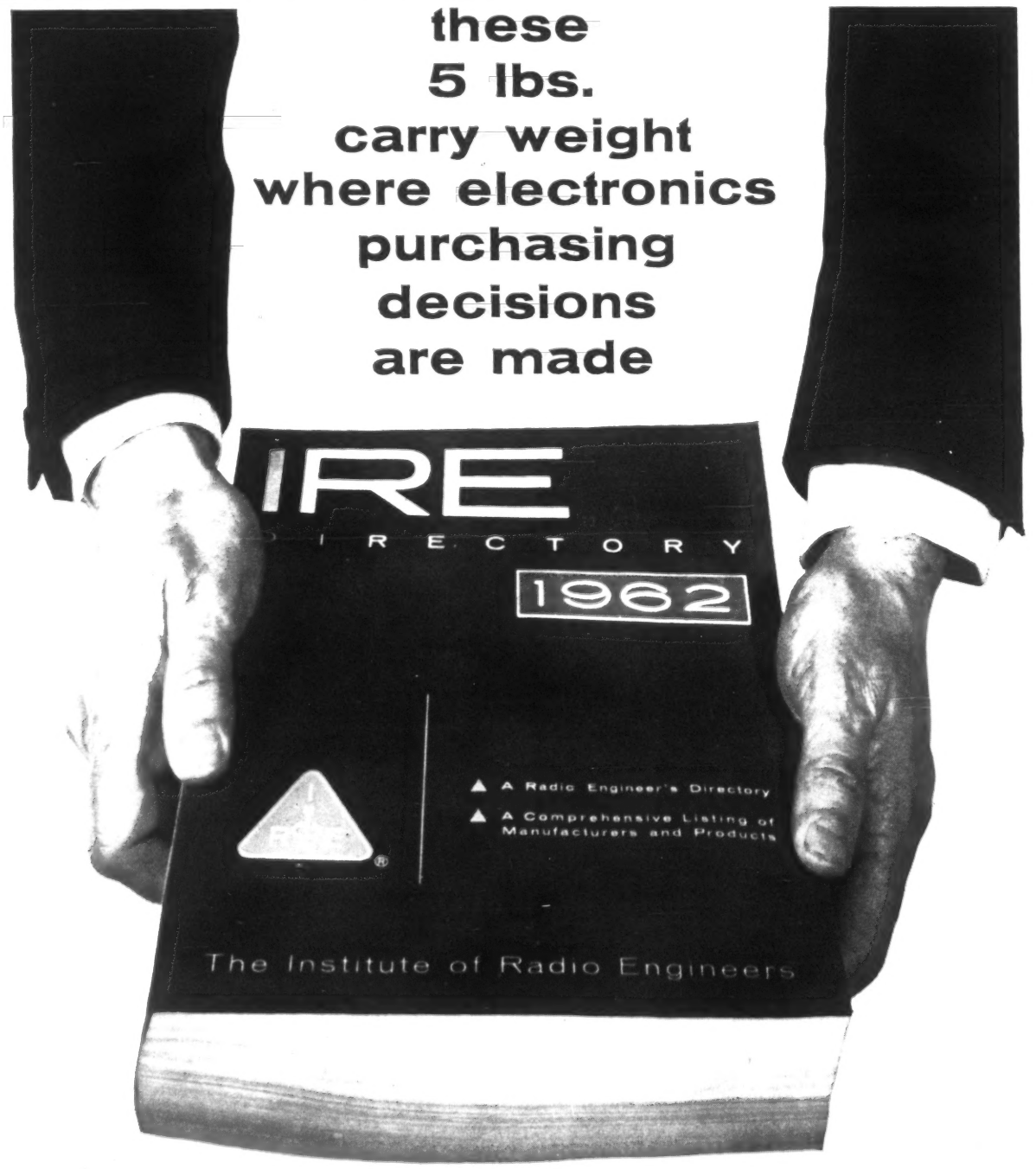
Also James N. Hastings, vp and associate creative director, Campbell-Ewald Co.; Herbert Matter, designer photographer, Studio Associates Inc.; Norman D. Cary, creative head, Monroe F. Dreher Inc.; James M. Henderson, president, Henderson Advertising Agency; Jack de Celle, copy chief, Kenyon & Eckhardt, San Francisco; Gordon White, vp and copy chief, BBDO, Chicago; and William Bernbach, president, Doyle Dane Bernbach.

■ Cost of the Workshop is $110 per person ($125 after May 15), which includes three lunches and two dinners, but does not include hotel accommodations. Complete details are available from Summer Workshops, c/o ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.#

Donofrio Joins Cargill

Cargill, Wilson & Acree, Richmond and Charlotte, has appointed Harold C. Donofrio an account executive. Mr. Donofrio was formerly an account executive of VanSant, Dugdale & Co., Baltimore.

these
5 lbs.
carry weight
where electronics
purchasing
decisions
are made



Referred to regularly FOSDICK JOB APPLICATION AD RATING most frequently FOSDICK JOB APPLICATION AD RATING considered most helpful by 74,000 engineers, buyers, and manufacturers.

Closes July 15th.
You can't afford to stay out!
To be in, write or call:
Adv. Dept., 72 West 45th Street, New York 36. MU 2-6606

ONLY THE SATURDAY EVENING POST

ANNUAL MEDIA AWARDS
EX PLURIBUS OPTIMUM

HAS WON TWO MEDIA/SCOPE AWARDS FOR CREATIVE MEDIA RESEARCH

The Saturday Evening Post has won its second Media/scope Award for Creative Media Research — *the only magazine to win the award twice.* The subject of this year's honor: the Post's new Rochester Study.

In 1959 the Post won its first Media/scope Award for its pioneering study of Ad Page Exposure — a completely new measure of media effectiveness. APX does more than just count the number of people who look at a magazine's editorial pages. For the first time it focuses the spotlight on the advertising page. It actually measures how many times a magazine's readers see the average ad page — and tells who these readers are.

This year's Rochester Study goes a giant step further. It provides the first measured answers to questions about the effect of Ad Page Exposure on the reader's (1) brand awareness, (2) familiarity with claims, (3) belief in claims, and (4) willingness to buy the brand. The Rochester Study provides fresh insight into that classic advertising problem — the true value of the number of readers exposed to the issue, versus the number of times they are exposed to the advertising in that issue.

The Post is proud to have received its second Media/scope Award. And it gratefully acknowledges the brilliant work of Alfred Politz Media Studies in making this research possible.

A CURTIS MAGAZINE
THE SATURDAY EVENING POST
THE INFLUENTIALS' MAGAZINE

ABC Is Firm on Plan to Stretch Its Station Breaks

By Maurine Christopher

NEW YORK, May 4—"What price ten seconds more of nighttime spot?"

"Is the extra revenue stations expect to derive from the additional time worth the adverse criticism now being leveled at tv?"

"What's all the commotion about? Don't people realize the ten seconds will just shorten all those credits the unions insist on?"

"Listen to those agencies howl. But aren't they the same people who violate the spirit of the code and make tv more commercial by turning their introductory and closing billboards into commercials?

These were some of the questions reverberating throughout the tv industry as some Madison Ave. observers suggested that Oliver Treyz, president of ABC-TV, could be a "real hero" if he stayed ABC's proposed move toward further commercialization of tv.

■ Though Mr. Treyz's network ranks third in terms of billings, CBS and NBC readily admit that he is the leader in this move—as the fighting third competitor has been in so many other tv sales areas in recent years.

Unless somebody in Washington intervenes—and there are no hints of such pressure—Mr. Treyz shows no signs of changing his mind. Again this week he reiterated his intention to fulfill his promise to affiliates to increase nighttime station breaks from 30 to 40 seconds.

FCC Chairman Newton N. Minow, to whom Young & Rubicam, the most publicized protesting agency, appealed, has said he is most concerned with what goes between the commercials. Mr. Minow said he would worry about an additional 10 seconds between the programming—his prime concern—only if the additional time were used to triple spot.

■ ABC affiliates have assured ABC they will not use the extra 10 seconds to triple spot, and the network has passed their assurances along to advertisers and agencies, many of whom don't seem to put much faith in this promise of good intentions.

This is a situation that fits the hoary actions-and-words cliche. Agencies are well acquainted with the fact that while there has been much talk against the evil of multiple spotting, there is and always has been a good deal of it in tv. Agencies have helped to perpetuate the practice themselves by crowding their clients into high-rating, choice spot periods.

The other source of Washington hope for people who are trying to hold the 30-second line is equally faint. Y&R has twice appealed to National Assn. of Broadcasters. The NAB tv code review board, headed by E. K. Hartenbower, KCMO-TV, Kansas City, will discuss time standards at a meeting preceding the opening of the NAB convention in Washington on May 7.

■ But NAB has already answered Y&R's plea by pointing out that the network's plans for giving in to affiliate demands for more choice spot time do not violate the code time provisions. These standards are currently being re-evaluated, but simplification and clarification of definitions for participating programs, billboards, etc., is the focal point of attention. There seems to be no sentiment within the board for a reduction of the maximum amount of time allowed.

The code time standards were revised some months ago to legalize the 70-second station breaks already well established throughout the industry on fringe time programs such as NBC's "Jack Paar Show" and on various daytime programs. Contrary to reports circulated since the 10-second hubbub started, the code does not ban triple-spotting. On the contrary, it may be read as granting industry sanction:

■ "Station breaks shall consist of not more than two announcements plus the conventional sponsored 10-second station ID . . . the aggregate total of the announcements shall not exceed 70 seconds within the station's highest rate period for announcements."

On announcement programs the code's provision reads:

"Not more than three announcements shall be scheduled consecutively. Where the program exceeds 30 minutes in length, the required ID, not exceeding 10 seconds, may be in addition to these commercial time allowances."

ABC's critics think the network's decision to go ahead despite the position from practically everybody except stations is extremely short-sighted. By making it clear that they prefer not to have to meet this ABC competitive step, but that they will do so if necessary, CBS and NBC have shifted the full onus of this policy revision onto ABC—and this despite the fact that CBS has warned it will provide 70-second breaks for some shows if ABC cracks the 30-second line.

■ These critics, of course, either ignore or see no validity in the stations' point of view. Stations, which have fought unsuccessfully against networks' invasion of their sales territory with spot carriers, scatter plans, rotating minutes, etc., have long demanded more nighttime spot availabilities as a counterbalance and to meet advertiser demands for longer spots.

Stations fought vainly when the network reserved 10 seconds for self-promotion, usually for the following program, at the end of every nighttime telecast. Stations argue that the 10 extra seconds they ask for now will come from the overlong credits, which bore viewers anyway.

While station preferences in this argument carry little weight with advertisers and agencies, it is not so with ABC. This network has successfully challenged NBC and CBS on the rating, program popularity, and sales technique fronts; it is now battling just as aggressively for improved clearances in station-poor markets. There still aren't enough vhf stations to service three networks in such major markets as Rochester, Syracuse, Providence, Grand Rapids, Louisville, Charlotte, Winston-Salem, Rock Island, Birmingham and Knoxville, among others. Some of these are favorite test markets.

ABC strengthened its position in February, when it signed a primary affiliation contract with the Taft Broadcasting Co.'s stations in Cincinnati, Birmingham and Lexington, Ky. ABC has its eyes on other key affiliates of the competition.

■ James T. Aubrey Jr., president of CBS-TV, said his network, for the sake of affiliates, must offer longer breaks if ABC does.

"If more high-rate spots in choice time open up on ABC, spot money would move from other stations into those higher rating periods," Mr. Aubrey explained.

He said ABC has been laboring under the misconception that it could steal a march on CBS and NBC, assuming they would not be able to meet the move this fall. But contracts are such, he indicated, that CBS can and will act to meet this threat to its affiliation structure. So the end result is, he noted ruefully, that the competitive picture remains just the same: ABC hasn't gained anything, and "They've only let us in for the charge of over-commercialization." #

BALTIMORE is an EVENING Paper Market

and the NEWS-POST its Largest Evening Newspaper...

When you advertise in the News-Post, you reach the market you want to reach -- The Big Market, The Buying Market, The Evening Newspaper Market.

FIRST in Baltimore's A.B.C. City Zone
FIRST in the Standard Metropolitan Area
FIRST in Maryland • FIRST in Total

Local advertisers buy Baltimore Evening papers. In 1960, the News-Post carried 1,400,504 more lines of Retail Grocery advertising than the Morning paper.

Source: Media Records

The Baltimore News-Post

Represented Nationally by **HEARST ADVERTISING SERVICE INC.**

OFFICES IN: New York Boston Albany Baltimore Philadelphia Pittsburgh Miami Beach Chicago Detroit Milwaukee San Antonio Dallas Los Angeles San Francisco Seattle

PETER LYON AT THE UN, PHOTOGRAPHED FOR HOLIDAY BY BURT GLINN.

he won a medal for covering the wrong story

Trouble at the United Nations is a story told by hundreds of writers. But not by Peter Lyon. Writing for Holiday Magazine, he covers another UN story — much quieter but equally important: the specialized agencies of the UN and their work to make the world healthier, happier and more prosperous. For more than a year, Lyon has been roaming the UN by day and pounding a typewriter far into the night. ("I can't write during the day," he says. "Too damn noisy!") His series of articles won a medal for Holiday from the American Society for the UN, the first such award made to a magazine. The sixth in his UN series, "A World of Money," appears in the May issue of Holiday Magazine. Holiday writers like Peter Lyon travel far and probe deep for articles that bring a new understanding of our shrinking world. Remember the full-length portraits of Charles de Gaulle, the Rockefeller family, Walter Reuther? The entire issues on Africa and The South Pacific? More than 900,000 active, intelligent families remember them well. Advertisers are discovering that this kind of impact creates memorable—and profitable—results. HOLIDAY MAGAZINE

Sharman Sanderson Mackinnon Penaligon Rolph Lawless Fagan Ainger McCullom Ouimet

CANADIAN ADVERTISERS WIN—*Attending the annual convention of the Assn. of Canadian Advertisers in Toronto were Jack Sharman, Jordan Wines; A. M. Sanderson, Whitehall Laboratories; D. M. Mackinnon, General Motors; Cliff Penaligon, O'Keefe Brewing; Charles Rolph, Colgate-Palmolive; Ed Lawless, Reader's Digest; Hugh J. Fagan, General Foods; A. E. Ainger, Canadair Ltd.; Muriel McCullom, Bulova Watch; and Lucien Ouimet, Dominion Oilcloth & Linoleum.*

Mystery Buying Offer Shakes Up General Outdoor

(Continued from Page 1)

things, the ad stated that "Allen & Co. may purchase all shares tendered, but shall not be obligated to purchase any shares unless a minimum of 470,000 shares are tendered."

■ GOA's letter to stockholders, which will be mailed tonight, hit back hard at the offer. "From the many phone calls and letters we have received from our shareholders, we know that you, as a shareholder, are as curious as we are as to the true identity of the party behind this secretive offer," the letter said.

"Why has this offer been made? Is it possible that liquidation of the company is intended? Is this a 'raid?' Is this an attempt by a group of people, identity unknown, to capture a company engaged in an important medium of communication—advertising—for their own personal motives?

"We, the directors of General Outdoor, do not know the answers to these questions. By the terms of the offer, they have made it clear that 'Allen & Co. and Bankers Trust Co. (with whom the stock is to be deposited) shall not be liable.' In other words, no identifiable person is obligated to pay for the shares, whereas every shareholder depositing shares under this offer with the Bankers Trust Co. is obligated to sell."

Much of the rest of the letter was devoted to tracing the sales and earnings record of GOA over the past ten years. It pointed out that GOA's sales in 1951 of $27,000,000 had climbed to $44,600,000 in 1960, and that '51 earnings of $2,100,000 had increased to nearly $3,000,000 in 1960.

■ Mr. Naegele, who heads a growing GOA competitor, denied that he or his company was behind the move to buy the GOA stock.

"I may have been the motivating source," he said, "but I am not directly involved in it."

Mr. Naegele told AA that he had discussed the possibility of purchasing the GOA stock "with two groups," but he declined to say who was involved. "I think friends of mine are involved, but I can't be sure," he said. "Frankly, I was surprised when I heard about the stock purchase proposal last Friday."

Then Mr. Naegele ripped into GOA, which is the largest outdoor advertising company in the U.S., Canada and Mexico. "GOA has retarded the progress of the outdoor ad field for the last 20 years," he said. "The company has not been progressive.

"It has been dead on its feet and is not concerned with increasing its business or improving its services to clients and agencies."

He charged that the company "has sat back and clipped coupons" and added that GOA has made no serious effort to sell and improve outdoor as an advertising medium.

■ "Detroit was one of the worst disgraces that I have ever seen," Mr. Naegele said, referring to Walker & Co., which formerly was partially owned by GOA. "Plants were allowed to deteriorate. When I asked why conditions were not improved, I was told that the company was more interested in paying dividends than in keeping its properties improved."

Continuing, Mr. Naegele said that new directors on the GOA board would help improve GOA's services. "I am sure that the purpose of this move to buy GOA stock is not to eliminate GOA but to upgrade it," he said.

■ Asked for comment on Mr. Naegele's charges, Burr Robbins, president of GOA, said: "Just look at our plants as opposed to his plants. Every development that he has he has copied from GOA and other companies. Nothing in his plants is original. His comments are typical of what a competitor would say."

As for the bad condition of outdoor facilities in Detroit, Mr. Robbins pointed out that GOA owned only a 19% interest in Walker & Co. "I am on record as strongly favoring expenditures to improve the Walker facilities," Mr. Robbins said. "Walker was controlled by the Winkler family, and they wanted their dividends. GOA never threw its weight around at Walker, since we owned only a small interest," he said.

Mr. Robbins told AA that he and his family own 111,000 shares of GOA stock, making the Robbins family the largest single stockholder.

■ He explained that if the unknown prospective buyers are able to buy the 470,000 shares, it would entitle them to elect two directors of the GOA board each year. GOA has a board of 12, and four are elected each year for three-year terms.

GOA has about 1,200,000 total shares of stock. The 470,000 shares would give the buyers better than a one-third ownership of the company.

■ GOA is by far the largest outdoor advertising company in the U.S. In 1960, the company had sales of $44,672,897 and net earnings of $2,952,262.

Foster & Kleiser, San Francisco, is the second largest in the field. The company, which was purchased 17 months ago by Metropolitan Broadcasting Co. for $15,000,000 (AA, Dec. 21 '59), had sales in 1959 or $18,184,083 and net earnings of $868,798.

The Naegele company is the third largest. Mr. Naegele said the company last year had sales of $7,600,000 and earnings of $100,000. He predicted that for 1961, sales will hit $14,500,000 and earnings $600,000.

These figures will include income from Walker & Co., Detroit, which was bought last December by Marshall-Wells Investment Ltd., Winnipeg. Naegele was given a five-year contract to manage Walker, which calls for complete control by Naegele over all sales and operations (AA, Dec. 12, '60).

■ The value of GOA stock has climbed steadily since the $40 a share offer became known. On April 27, the stock closed at $32.25 a share. The next day, when the news leaked, it jumped to $37. It reached a high of $38 yesterday and closed today at $37.75.

Whoever wants the stock must have lots of money to spend. The buyers will need $18,800,000 in order to buy 470,000 shares at $40 a copy. ≡

Griswold-Eshleman Buys WGAR Show

CLEVELAND, May 2—Griswold-Eshleman Co., in an unusual move, took over the sponsorship of a local radio show here yesterday.

The agency will sponsor "Close-Up," WGAR's popular radio show featuring news director, Charles Day, on Mondays, Wednesdays and Fridays. The show is aired Mondays through Fridays from 6:20 to 6:25 p.m.

This is believed to be the first time in Cleveland that an agency has sponsored a continuing radio program. In another radical departure, all of the agency's commercial time on the news-interview show will be made available to local civic, community and charitable groups in the greater Cleveland area.

■ "We hold that a responsibility of advertising agencies is to be a constructive force in the community they serve," said Charles Farran, president of Griswold-Eshleman. "With this radio program, we are able to provide a vehicle for public service groups to tell their story to the public." ≡

Douglas Fir Assn. Okays Ad Levy: Signs for NBC Show

Members of Douglas Fir Plywood Assn., Portland, have approved a special two-year levy of 25¢ per 1,000 sq. ft. of plywood production to be used for a new consumer promotion on tv starting in the fall. It is conservatively estimated the levy will raise $1,700,000 a year, or $2,000,000 if industry output picks up.

The association has signed with NBC for every-other-week sponsorship of "David Brinkley's Journal," a new half-hour show set for Wednesday evenings. Its agency is Cole & Weber, Tacoma. Pittsburgh Plate Glass Co.—through Batten, Barton, Durstine & Osborn—has signed as co-sponsor of the show.

Top 100 Magazine Advertisers: 1960

Source: Magazine Advertising Bureau—Publishers Information Bureau

1	General Motors	$ 39,118,874	51	American Motors	2,709,080
2	Chrysler	12,991,794	52	Sperry-Rand	2,686,854
3	Ford Motor	11,736,280	53	U.S. Rubber	2,681,102
4	American Tel. & Tel.	11,082,076	54	Kellogg	2,644,777
5	Distillers Corp.—Seagrams	10,876,273	55	U.S. Steel	2,536,781
6	General Electric	9,780,345	56	Heublein	2,524,738
7	General Foods	9,380,191	57	Dow Chemical	2,487,631
8	Campbell Soup	8,991,565	58	American Cyanamid	2,454,391
9	American Home Products	7,070,389	59	New York Life	2,436,158
10	American Tobacco	6,957,191	60	Kimberly-Clark	2,410,984
11	National Dairy	6,425,272			
12	Eastman Kodak	6,377,992	61	Carnation	2,404,730
13	Bristol-Myers	6,269,778	62	Metropolitan Life	2,393,915
14	Goodyear	6,197,684	63	Westinghouse	2,350,518
15	National Distillers	6,079,697	64	Seven-Up	2,229,295
16	Hunt Foods	5,962,317	65	Florida Citrus Comm.	2,208,429
17	R. J. Reynolds	5,583,486	66	International Harvester	2,201,201
18	Du Pont	5,523,961	67	Edison Electric Institute	2,183,770
19	General Mills	5,443,410	68	Renfield Importers	2,160,737
20	B. F. Goodrich	5,102,752	69	Simmons	2,136,784
			70	Alcoa	2,133,603
21	Hiram Walker	4,907,953	71	Pillsbury	2,104,591
22	Philip Morris	4,517,451	72	Burlington Industries	2,086,501
23	Standard Brands	4,357,727	73	Sterling Drug	2,077,528
24	Revlon	4,254,906	74	Brown-Forman	2,064,721
25	Swift & Co.	4,214,241	75	Hertz	2,029,785
26	Quaker Oats	4,092,255	76	Union Carbide	1,953,645
27	Armour & Co.	3,975,856	77	Jos. Schlitz Brewing	1,930,610
28	Firestone	3,949,618	78	Anheuser-Busch	1,905,241
29	RCA	3,927,547	79	Scott Paper	1,886,951
30	CBS	3,907,335	80	Johnson & Johnson	1,880,618
31	Coca-Cola	3,860,797			
32	Procter & Gamble	3,560,559	81	Champion Spark Plug	1,862,025
33	General Telephone	3,546,185	82	Outboard Marine	1,829,573
34	Corn Products	3,462,409	83	Singer Mfg.	1,815,275
35	Schenley Industries	3,429,290	84	Minnesota Mining	1,812,383
36	P. Lorillard	3,328,776	85	H. J. Heinz	1,802,942
37	Liggett & Myers	3,209,546	86	State Farm Insurance	1,739,001
38	Lever Bros.	3,206,524	87	Richardson Merrell	1,735,401
39	National Biscuit	3,203,896	88	Lehn & Fink	1,707,450
40	Warner-Lambert	3,173,336	89	Sunbeam	1,707,410
			90	Pepsi-Cola	1,701,235
41	California Packing	3,149,851	91	John H. Breck	1,701,001
42	Chesebrough-Ponds	3,132,026	92	Bulova Watch	1,626,246
43	Standard Oil (N.J.)	3,126,197	93	General Tire	1,580,819
44	American Can	3,115,287	94	Shell Oil	1,571,975
45	Shulton	2,970,443	95	Royal McBee	1,564,724
46	Book-of-the-Month Club	2,870,885	96	Renault	1,539,342
47	Colgate-Palmolive	2,816,830	97	Hartford Fire Insurance	1,537,441
48	Armstrong Cork	2,790,641	98	Genesco	1,525,686
49	Studebaker-Packard	2,753,711	99	Canada Dry	1,491,527
50	Borden	2,734,156	100	American Gas Assn.	1,483,028

'Journal,' 'McCall's' Set New Bases, Rates; 'LHJ' Adds Edition

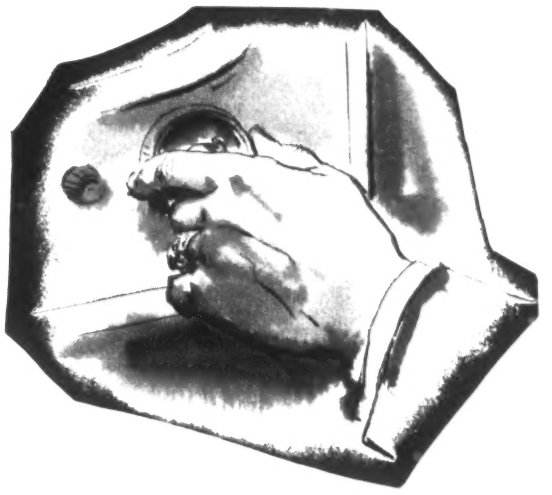
NEW YORK, May 3—*Ladies' Home Journal* and *McCall's* have announced identical new circulation rate bases and identical basic page rates, effective with their October issues, the second such announcement in five months. *McCall's* made its announcement last week (AA, May 1).

Rates for each will go to $33,950 for a one-time b&w page and to $40,600 for a one-time four-color page, based on a circulation base of 7,000,000. Both magazines in December announced their rates would increase to $31,490 for a one-time b&w page and $37,855 for four colors, based on a circulation base of 6,700,000, effective with July issues (AA, Jan. 2). These rates will apply for July, August and September issues. Last month the *Journal* announced its circulation base would increase to 7,000,000, effective in October (AA, March 27).

The *Journal* also will inaugurate a new regional edition marketing plan which will enable advertisers to use any one or a combination of seven regional editions. Maurice S. Gould, vp and advertising director, said the plan, for the first time offers regional editions which closely correspond with standard marketing areas and provides for custom-made split runs. ≡

Birnbaum, Brahms Adds One

Birnbaum, Brahms, Gerber & Wolff, Baltimore, has been named to handle advertising and public relations for National Research Associates Inc., Laurel, Md., and its Aqua Gem (ground effects machine) boat division.



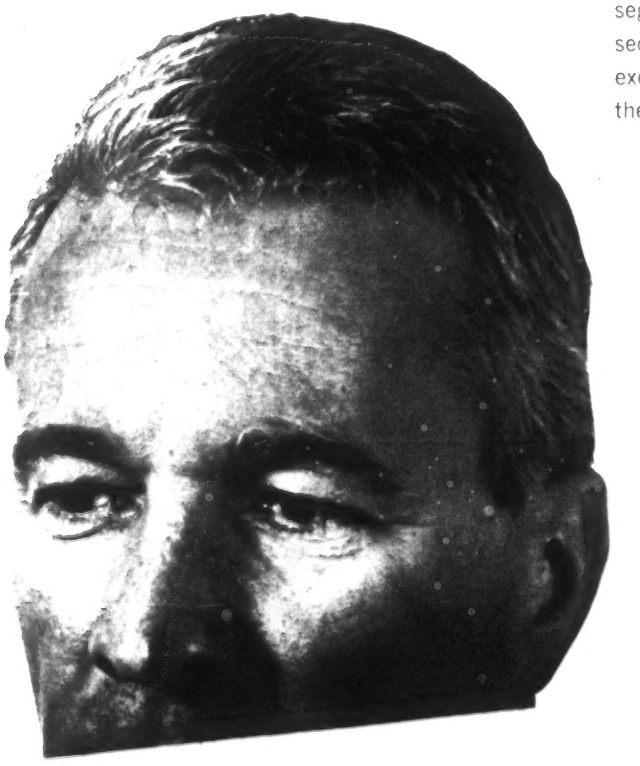
In electronics, the bandspread method of tuning permits rapid and easy selection of the desired signal.

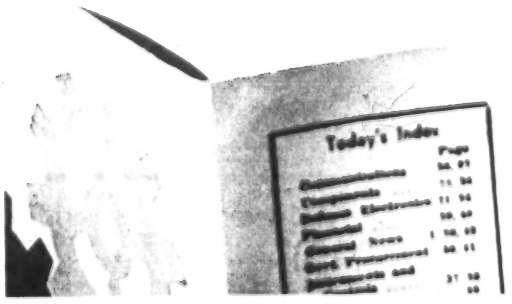
A familiar application of bandspread tuning is found in your home TV receiver. After selecting the desired channel, the fine-tuning control permits precise zeroing-in on the station.

The editorial format of Electronic News employs the bandspread technique. Separate sections present news of each major industry segment. Within each news section, engineers and executives readily zero in on the news they need.

bandspread

bandspread





Electronic News®

THE INDUSTRY'S WEEKLY NEWSPAPER • A FAIRCHILD PUBLICATION

Spec Setup

Advertising Is 'Fascinating, Vital,' but Citizen Role Is First, Benton Tells AA

(Continued from Page 1)

found the agency business personally fascinating, as well as profitable, and both of us understand fully that advertising is vital to our economy. Indeed, I feel that the export of American sales and advertising techniques can play a vital part in the development of the world economy, and the AP dispatch so reported on the speech on which your reporter criticized me.

■ "Several years ago, when President Truman invited me to address the Advertising Club of Kansas City, I said [Aug. 19, '57] that the value of advertising techniques in political campaigning is usually overestimated, and that as a candidate I would rather have Mr. Truman advising me than BBDO. I wouldn't regard that as a crack at advertising. More recently, in my response to the questions of the group of young sales executives, which you reported [AA, Feb. 13], I said I regretted by own role in the heavy commercialization of broadcasting. That was the crack, if you want so to judge it—and a most earnest one.

"Forty years ago H. G. Wells wrote that human history is becoming a race between education and catastrophe. The finish line often seems perilously close today. I didn't and don't agree with former President Hoover, who said in the '20s that broadcasting, as a most marvelous new instrument of communication, should never be used for commercial ends. The uses of broadcasting commercially, and for entertainment, are perfectly legitimate. What I regret is that my colleagues and I on Madison Ave. in the early 1930s, oblivious to the possibility of human catastrophe, helped build a broadcasting system which virtually excludes education.

"I do not believe I am alone in this feeling. I recently talked over the question with Ray Rubicam, probably the outstanding advertising man of my generation, and I should be surprised if he does not agree. Many among past and present practitioners of advertising seem troubled about it. We are citizens as well as merchandisers. The two roles don't always mix easily. But at this moment of history, most of us would agree, the first role must be paramount.

"My own three family-owned companies in the current year will use space (and broadcast) advertising in excess of $3,000,000—and I deem them to be wholly dependent on such expenditures, as well as on direct mail. Further, I am very proud of Benton & Bowles and the outstanding record over the past 25 years since I retired from it. No agency has maintained higher standards, and I often proudly speak of my association as a young man with the three men who have been Benton & Bowles' leaders—and three finer business associates I never had—Atherton Hobler, Robert Lusk, and William Baker." =

Kefauver Bill Will Hamper Marketing of Drugs, Abt Charges

NEW YORK, May 4—Cheerfully confronting an annual income nearly doubled, and with many of its financial worries and precarious times apparently behind it, the Brand Names Foundation returned this week at its annual meeting to an historic role—a brisk attack on private branding and generic labels.

Henry Abt, president of Brand Names Foundation, found, in the attacks of Vance Packard and other writers, a parallel to the articles of F. J. Schlinck, Arthur Kallett and Dr. Stuart Chase before the war. He noted Packard's suggestion of grade labeling, and snapped, "Here we are where we came in 18 years ago, and here again we go with the same old insult to public intelligence, the same proposal for restriction of individual choice and taste."

■ He pointed out that in 1943 petitions advocating grade labeling had been signed by organization leaders who represented more than 15,000,000 women.

Much of Mr. Abt's talk was devoted to a defense of progress, and he asked if "the prophets of this latest brand of so-called liberalism appear to be the true reactionaries of our time," proposing "a road backward."

Mr. Abt referred bitingly to the Kefauver bill "which would restrict advertising, marketing and distribution of prescriptionable drug products, and otherwise paralyze the incentive to pioneer and develop new aids to the physician in practice."

■ Dr. Theodore G. Klumpp, president of Winthrop Laboratories, raked the proposed legislation on the ground that if generic name marketing of drugs were encouraged it would stifle the research incentive of the pharmaceutical industry. He said the integrity of the manufacturer is the only guarantee of strength, quality and purity of drugs, that the U.S. Pharmacopoeia sets only minimal standards, and that the Food & Drug Administration has testified its force of inspectors is only large enough to visit each drug manufacturing establishment once in five years.

"If the FDA had a staff as large as the Bureau of Internal Revenue, or if the organization were as vast as the Department of Defense," he argued, "it could not inspect or test every batch of food, drug or cosmetic manufactured."

With generic marketing, "lower quality must surely result as a large majority of the 1,300 manufacturers of pharmaceuticals drive quality down and down to the absolute minimum standard permitted by law in order to produce and sell at the cheapest price." He questioned whether the physicians could remember generic names and chemical names, pointing out that it's hard for them to remember brand names.

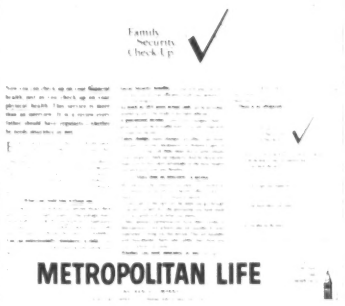
■ The BNF budget will be more than $500,000 in the current year, up from $300,000 last year. The change was accomplished, Mr. Abt said, by (1) setting a common anniversary date, (2) buttressing working capital by issuing $87,500 in debenture bonds and notes repayable over five years, and (3) more manufacturers relating their brand promotions to BNF consumer and dealer educational activities. BNF members have remained at about 1,000 members; this year Brand Names Week (May 4-14) will have more than 100,000 stores tied in. Ketchum, MacLeod & Grove will repeat as BNF's volunteer agency.

New officers for the association are Frank Armour Jr., H. J. Heinz Co., chairman; Clay Buckhout, *Life*, vice-chairman; Carlton Fishel, Trifari, Krussman & Fishel, chairman of the executive committee; Wesby R. Parker, Dr. Pepper Co., vice-chairman. Mr. Abt was reelected, and John B. Poor, RKO-General, was reelected treasurer. #

METROPOLITAN

announces a service for all fathers

FAMILY SECURITY CHECK-UP



NEW PROGRAM—*This newspaper ad, in varying sizes, is the first in a series of four ads running in 655 markets between May 1 and June 29 to announce a new program of Metropolitan Life Insurance Co. in the largest newspaper drive in its history (AA, May 1). Young & Rubicam is the agency.*

Humble Sets Ad Drive for Enco in Southwest

HOUSTON, May 5—A heavy newspaper campaign, backed by tv and radio spots and a No. 75 poster showing, will introduce the Enco name to patrons of 10,000 Humble Oil & Refining Co. stations in five southwestern states beginning May 12.

Humble is bunching its advertising expenditures, and some capital expenditures as well, into the current period in order to give the new Enco name a good sendoff, said W. D. Ramsey Jr., vp and director of marketing. He indicated that this year's over-all advertising budget is larger by "several millions" than last year's, to provide for the identification campaign, but declined to provide exact figures. The Houston office of McCann-Erickson is handling the southwestern campaign.

A teaser campaign began on April 12 on 800 outdoor posters throughout the Southwest, said S. K. Britt, manager of advertising and sales promotion for Humble's southwestern region. On May 4 small teaser ads began appearing in major newspapers, followed by four quarter-page ads using the Humble name and the company's new slogan, "America's leading energy company."

■ The changeover on May 12 (May 5 at service stations of the Carter division, formerly Carter Oil Co., in the Northwest), will be accompanied by red-and-black newspaper ads—three pages in some cities, four pages in others.

Newspaper ads will go into 33 major markets, said J. L. Wilkinson, vp and general manager of McCann-Erickson in Houston. In addition, ads will appear in 554 weekly newspapers.

A three-day saturation campaign on radio will use 60 spots per market in 27 Texas markets over 57 stations. Tv spot announcements, 35 the first week and 85 during the rest of the campaign, will be shown in 27 markets in Texas, New Mexico and Arizona, over 52 stations. A No. 75 poster showing will accompany it throughout Texas, New Mexico, Arizona, Nevada and parts of California and Oklahoma. Twenty-second commercials will be used during prime evening time, 60-second commercials during the day. #

CBS Affiliates Hear 'Incentive' Compensation Plan

NEW YORK, May 5—The pattern of network compensation to affiliates will be coming up for some revision.

The trend toward a new economic formula to compensate stations for the time turned over to network programming stems from two major developments: (1) stepped up competition for affiliations and clearances; and (2) the shadow of a possible network option time ban by the Federal Communications Commission.

CBS-TV, which this week held its annual two-day affiliates conference here, already has started negotiating contracts on a revised system. In essence, the new system calls for a 10% (of network converted hour rate) payment for the first 60% of the schedule cleared by a station and 60% for the next 40% cleared.

"Captain Kangaroo" and the morning rotation plan block have been excluded from this "incentive type contract." Compensation for that time will continue under the old basis of about 30% to 33%.

■ Contracts will be negotiated on the revised formula as they come up for renewal. About 12 stations have signed the revised contract, and some 12 others have approved the changes.

The network affiliates meetings on contract changes, programming plans, competitive strategy and other intra-family subjects were not open to the press. Some station executives felt that the revised formula would not mean much dollars-and-cents difference for stations now being paid under the old so-called standard contract. It will, however, they reason, help the network to be prepared for an option time ban, should the FCC order one. The motivating factor here, they point out, is the sliding scale: To make a network affiliation economically worth while, a station will need to clear the top 40% of the schedule to earn the 60% rate.

Skeptics doubted that the set formula would be applied in two-station markets, where there aren't enough outlets to go around for three networks. They said that network-station contracts aren't really standardized now and probably won't be under the new formula, and that provisions for dollar payment, free hours granted to the network—if any, etc.—are always a matter for give-and-take bargaining, with the results dependent on the relative strength of the bargainers.

■ Some observers suggested that the CBS revisions may provide an opening wedge for ABC's efforts to woo key affiliates away from the other networks. "If a station is on the fence, what's to keep ABC from coming in and offering a 45% rate?" asked one major group operator. He then answered his own question: "But CBS has such a strong track record in programming and sales and offers so much better service in the public affairs area than ABC that most stations are reluctant to leave."

Both ABC and NBC have been studying the whole problem of network compensation for station time in light of recent sales and regulatory developments. Neither network would hint what changes, if any, have been blueprinted for the future.

■ The only on-the-record session at the CBS conference featured an address by William S. Paley, board chairman of the Columbia Broadcasting System. He warned that recurrent demands for balanced programming must be taken seriously by the industry. #

Coty Surprises Guessers with Choice of D-F-S

Second Surprise Comes When Eugene C. Judd Resigns as Ad Director

NEW YORK, May 3—Coty Inc. surprised the Madison Ave. handicappers this week by naming Dancer-Fitzgerald-Sample to succeed Batten, Barton, Durstine & Osborn.

Then, in a second surprise, Eugene C. Judd announced his resignation as Coty's advertising director after a year in the post. His successor is expected to be named early next week.

The agencies favored to win the account, among the rumorists, have been Ted Bates & Co. (Coty executives having been interested readers of a book called "Reality in Advertising") and Daniel & Charles (the agency handling several experimental products for Coty). The entire Coty account bills "close to $2,000,000," according to Wallace Drew, marketing vp, with the D-F-S share amounting to about $1,500,000.

■ Dancer's heavy package goods experience in foods and soaps apparently won the account, even though the agency has had only one cosmetic account in the past—the Lady Esther division of Chemway Corp., which it handled from 1954 through 1956.

BBDO and Coty publicly announced the end of their four-year relationship last Friday, although they had officially called it quits earlier in the week.

The company was "besieged by dozens of agencies. We talked to a number, both the large and small, and decided unanimously on Dancer," Mr. Drew said. "Any client looking for a good agency doesn't have any trouble finding one," he added. "There are a lot of good ones around."

■ Coty's choice was made from the "standpoint of a general appraisal of each agency"—its staff, what it had done for its clients, etc. "No speculative presentations were made. I'd never ask anyone to go through that type of ridiculous performance," Mr. Drew said.

The trouble between BBDO and Coty was a long-standing one. The final break came when BBDO presented a "very complete, very expensive" presentation on April 19. It recommended a new French approach which would give an overall look to the ads while still selling the many Coty products, which run the gamut from D'Or perfume at $60 an ounce down to its mass-market products.

Rumors of a splitup date back to 1959 and the days of the tv quiz scandals. At the time Coty President Philip Cortney was a very vocal proponent of the "hands-off entertainment" policy for tv advertisers. When he decided to run newspaper ads explaining his stand, BBDO asked that another agency place the ads, since BBDO had handled some of the Revlon quiz programs involved in the scandals. #

Fiat Agrees to Stop 40-Miles-per-Gallon Claim

Fiat Motor Co., New York, has promised the Federal Trade Commission that it will stop saying its Fiat 600 will consistently deliver 40 miles to a gallon under town or city driving conditions.

The agreement also barred any claim the car could be driven in ordinary town or city driving at a cost of less than 10¢ per day or 62¢ per week.

ON THE GO

How do you make a magazine's editorial content so good it becomes must reading? You get to know your readers personally. You get out from behind the typewriter and travel America. You talk to your reader...ask probing questions ...make suggestions. And above all, you listen. To his problems... his needs...his self-interests. And then you know what to write and how to write it so it hits home. Browsed through PURCHASING Magazine lately? Do. It's practically a profile of today's PA. Reason: Our editors know thousands of PA's personally. They visit plants. Attend meetings. Make speeches. Write articles and textbooks. Counsel government agencies on the purchasing function. They're always on the go...some 100,000 miles or more last year alone.

PURCHASING

Sells the man who buys

NBP BPA

A Conover-Mast publication • 205 E. 42nd St., New York 17, N.Y.

there is nothing harder to stop than a trend

ABC-TV only network to show over-all audience gain this year*

Over-all audience gain or loss, 1961 over 1960*	
ABC-TV	+12%
NET Y	−3%
NET Z	−5%

*Source: Network home hours, (Average Audience homes x commercial hours viewed). National Nielsen TV Reports, I January through II March, 1961 vs. similar period 1960. All sponsored hours, 6:30-11 P.M. Sun., 7:30-11 P.M. Mon. through Sat.

One network's loss, as the fellow said, is another's gain.

And, actually, our 12% jump this year gives us a neat 35% share of network viewing for the period.* An average of 9,099,000 homes per minute delivered for the advertiser.

The reason, of course, lies in such uptrending reasons as *The Untouchables, My Three Sons, The Real McCoys, 77 Sunset Strip, The Flintstones,* etc.

Why not uptrend with us?

ABC TELEVISION NETWORK

The Editorial Viewpoint . . .

The Advertising Business Needs an Effective 'General Staff'

One of the great strengths of advertising is its ability to present any story exactly as it wants to present it, as a unified whole, without distractions and without contradictions. A really effective advertising and marketing campaign is carefully coordinated. Everyone is marching in the same direction at the same time. No one is out of step. Every action is carefully considered and skillfully blended to achieve a preconceived objective.

Everyone in advertising knows this. Everyone in advertising knows what folly it is to have the advertising going in one direction, the sales force in another, the dealer organization off on a slight tangent, the public relations effort marching down a favorite path of its own.

Everyone in advertising knows all this. But when people in advertising try to apply their knowledge of marketing and advertising principles to the promotion of advertising itself, rather than to the sale of goods or services, they conveniently forget everything they know. One group grabs a banner and marches off blithely in one direction. Another recruits a band and swings out bravely in another direction. A third strides off purposefully in still another direction. Not only is the resultant confusion unhealthy, but in the excitement it may be possible for still another group, temporarily unnoticed, to be doing something which tears down the efforts of all the others.

In case you haven't guessed, what we are saying is that the efforts to revise the public image of advertising and to gain greater stature for the business need some sort of centralized organization to act as an effective plans board, or general staff, or board of directors—and to make certain that all the parts of the operation are complementing each other, and not canceling each other out.

We suggested last week that no group and no existing organization —no matter how big or how powerful—can at the moment speak for all advertising interests in a voice clear enough and strong enough to be hearkened to by big and little advertisers, big and little agencies, big and little media of all kinds, and suppliers of all kinds. Therefore, we said, the answer is an all-industry coordinating committee of real stature.

As we conceive it, such a committee should consist of men and women of undoubted stature and influence in the business; men and women of broad vision, whose ability and good judgment and honest concern for the welfare of the entire advertising mechanism cannot be doubted. It should include representatives of all the groups and associations and organizations in the advertising and related businesses; but these representatives should again be men of broad stature in the business, and not fulltime association personnel who must perforce give first allegiance to the special interests of their own groups.

Such a committee should have no power of any kind, except the power inherent in the strength and reputation and standing of its members. It should have an extremely small staff. It should not itself undertake any projects.

Instead, it should concern itself with three basic functions:

1. *Planning.* It should be a permanent and perhaps a self-perpetuating organization, which recognizes that the problems of advertising are not likely to be solved over a short term. It should view the problems in totality and in the broadest perspective, and should develop carefully coordinated long-range as well as short-term plans, taking into account the problems and the capabilities of *all* elements in advertising.

2. *Getting existing organizations to act.* In its capacity as over-all planning and coordinating center, the all-industry committee should induce various existing organizations and mechanisms within the business to undertake those specific activities which each organization is equipped to handle best. It should make certain that the activities of various organizations dovetail; that no individual programs conflict with each other; that proper emphasis is given to all phases of the over-all effort; and that no important activity is omitted.

3. *Getting individuals and organizations to stop doing things that are harmful.* Just as it is important to do the right things, so is it equally important to make sure that some one or some group doing the wrong thing isn't negating all the good that is being done. A central coordinating committee whose primary job it would be to keep a constant weather eye on every aspect of the public relations of advertising should be able to do an extremely effective job in this area—an area which is really in no man's land right now.

There are men of real stature in this business who, we are convinced, could be induced to devote the necessary time and attention to this over-all work. There are men whose standing in advertising, in business and in the life of our nation is so great that they could command attention and wield enormous influence to get the job done purely through their powers of persuasion, and on a completely voluntary basis.

Let's get them at it.

Gladys the beautiful receptionist

—Albert Karsch, Farmington News, Farmington, Mo.

"His real criticism of his competitor's advertising is that it attracts business."

What They're Saying . . .

Lo, the Contact Man

Somewhere between the drawing board and the drawing account, on sizzling city sidewalks and icy freeways, disembarking from taxicabs and clubcars, consuming time in reception rooms and brainpower in conference rooms, we find the Contact Man.

The species is also found beside large portfolios, inside elevators, outside waiting, alongside a telephone. The artist calls him "representative," the studio calls him "account manager," his wife calls him "nomad," and his clients call him on the phone, often, he hopes.

The Contact Man is a strange mixture of liaison officer and boy scout, diamond salesman and post card vendor, critic and diplomat, connoisseur and con man, good-time Charlie and Ebenezer Scrooge, business man and messenger, storyteller and attentive listener. But he must be careful not to appear as all things to all men . . .

To the artist, whose gems he is entrusted with, he must talk the creative language, criticize sparingly, exhibit the devotion of a Gunga Din, pick up the check, and bring in the work.

To the studio, who pays his salary, he is the pipeline to the advertising world . . . He is the friendly philosopher who wins clients and influences prices . . . To his wife, he is "Dad" and or "dear" and the guy who sends those crazy Valentines that he says he did himself . . . To his client, he is the Alpha and the Omega on good days, a combination of other letters on bad days . . .

He, himself, feels he is underpaid, maligned by public opinion, the artist's salvation and the client's crutch. He likes the freedom by which he comes and goes, but he tires, occasionally, of being always dapper, witty, appealing, successful, and refraining from his share of credit in times of artistic achievement. The Contact Man dreads Fridays at five, for often he is instrumental in an artist canceling that weekend holiday in order to get out a "hot one" by Monday. Then again, Tuesday may find the Contact Man saying to the same artist, "Client called today. They loved the job! In fact, they want you to do the series."

From Image, booklet published by Mel Richman Inc., Philadelphia

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

The Gordon Best Co., Chicago advertising agency, has changed its name to Post & Morr.

Looks as if Friendly Bob Adams ought to be in there somewhere.

•

Indications that Uncle Sam may start cracking down on business men's expense accounts have put a chill on the prospects of theaters, restaurants, convention hotels and amusement enterprises.

•

"Can a national lottery ease the tax squeeze?" asks *True*.

Well, it might provide revenues for the government a little less painfully.

•

"*Vogue* saw a new strength in pinks last year," the ad says.

This of course refers to fashion pinks and not to the political pinks.

•

Willie Mays hit four home runs for the Giants against Milwaukee in a recent baseball game.

Willie acts as if he may be getting ready to run for mayor of San Francisco.

•

"No figures have been taken out of context, none have been distorted in any way," says a newspaper promotion ad.

Apparently they're aware that figures don't lie, but that liars can figure.

•

That fine series by International Paper promoting reading has tied for first place in the *Saturday Review* competition for advertising in the public interest.

Abe Lincoln would have liked that.

•

When an advertising manager starts a new agency with his former company as its sole account, it may not be a house agency, but it looks quite a lot like one.

•

Fairfax Cone told a London audience that advertising commits all of its sins in public.

That explains most of the brickbats.

•

Everybody is for newspaper discounts in principle, but very few can agree in practice on the discount system which is ideal for both advertisers and publishers.

•

An agency looking for a smart copywriter promises he will "personally write" major consumer and industrial campaigns.

That's better than trying to do it with an IBM electronic computer.

•

"*New York Herald Tribune* wins Ayer cup for typographical excellence," the story says.

Might as well keep that line standing.

COPY CUB.

The Washington Post published more retail, more national, more classified and more total advertising during the first quarter of 1961 than any other Washington newspaper.

Media Records

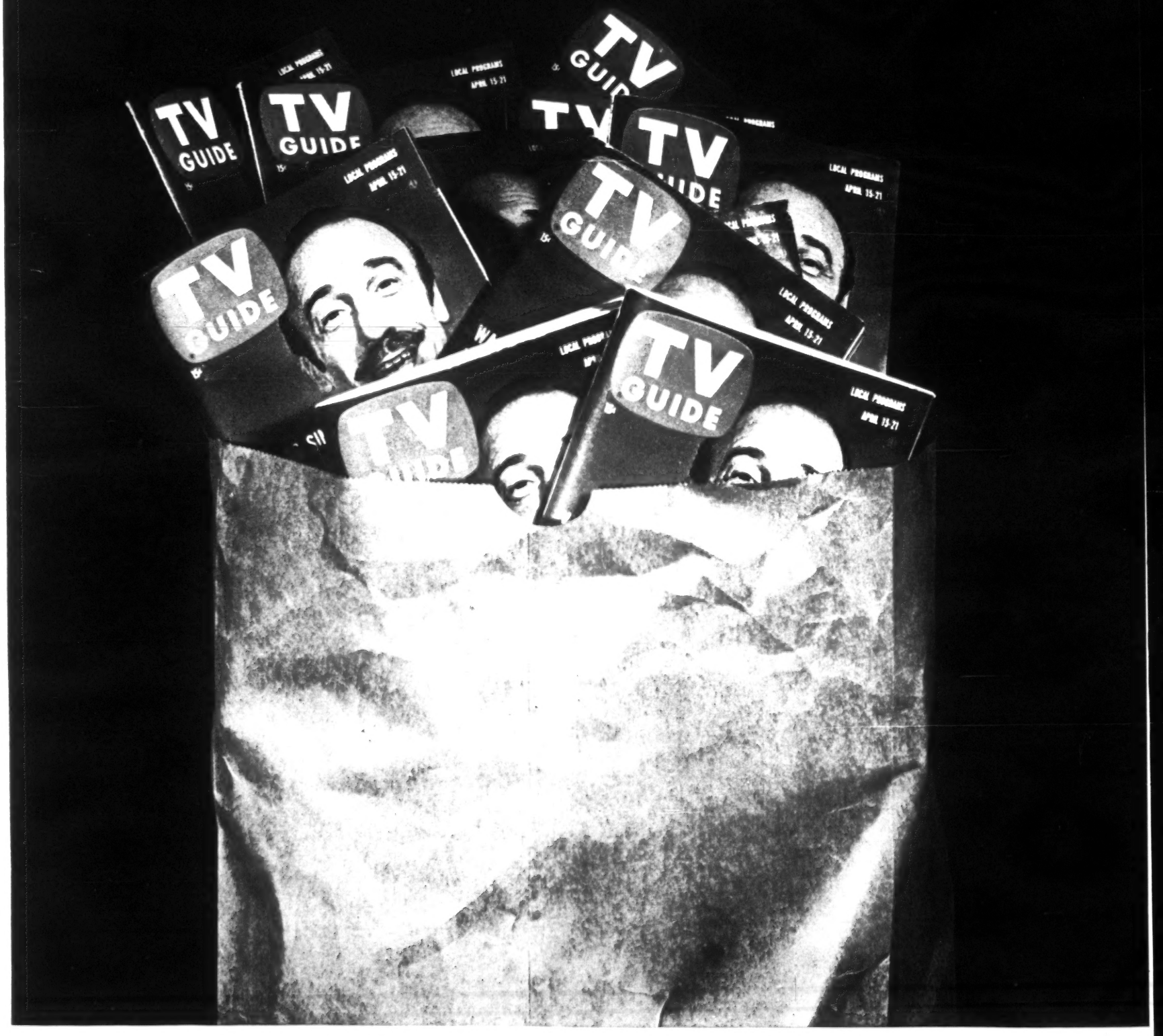
The Washington Post

De Gaulle Takes Rule Of Dictator as France Braces for Invasion

FIRST IN WASHINGTON—IN CIRCULATION
IN ADVERTISING—IN JOURNALISTIC AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Starck, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly.



Keep an eye on grocery bags if you'd like to learn where over 3 million copies of TV GUIDE are sold every week. Food shoppers bring more copies of TV GUIDE home with the bacon than all other weekly or biweekly magazines *combined.*

No coincidence that in the same bag you'll often find General Mills, Sanka, Ralston-Purina, Nabisco, Dial Soap, and Knox Gelatin—they advertise in the same magazine. No coincidence either that first-quarter advertising is up 46% over the same period last year.

TV GUIDE

Best-selling weekly magazine in America

LOOKING AHEAD?

If you're raising your sights in 61, draw a bead on the premium men's market of nearly 1,300,000 Elks.

** Starch Consumer Magazine Report 1960*

Advertising to Elks is good business in any economic weather because they're affluent, acquisitive buyers—quick to react. Over ⅓ are business owners or officials—over 1/6 are professional men . . . a consistently ideal market for heavy expenditures on business equipment and supplies, travel, clothing, photographic equipment, home improvements, appliances, luxury items, services. With their high median income of $8,257*, Elk households own and replace just about everything at a record rate*. You reach, influence and sell them best in their own specialized publication ELK's MAGAZINE—the only medium designed to exclusively serve the dynamic Elks market!

Get a firmer foundation as business turns up, direct your sales messages to this premium men's market. Cost/Per/Thousand?—about one half that of other Men's books.

CIRCULATION: 1,285,420 (ABC 12/31/60)
C/P/M: $2.37

THE Elks MAGAZINE

• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5909 W. 3rd St.

WWTV-AREA HAS MORE PEOPLE THAN WYOMING-VERMONT COMBINED!

WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

More people — *and more television homes* — are within "sight" of WWTV, Cadillac - Traverse City than you'll find in the states of Wyoming and Vermont combined*!

Only WWTV gives you *complete* coverage of this big, important slice of Michigan. WWTV has NCS No. 3 circulation, both daytime and nighttime, in 36 Northern Lower Michigan counties. You need *at least* 12 daily newspapers or 18 local radio stations to approach WWTV's broad coverage.

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Combined population of Vermont and Wyoming is 716,200. WWTV-area population is 723,500.*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

AM – TV – FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER • CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

The cigar smoke was thick at Screen Gems when **Lloyd Burns**, vp of international operations, celebrated the birth of a daughter, and **Stanley Dudelson**, syndication sales manager, the birth of a son, both born April 19 . . . **Carl Lindemann Jr.**, programs vp at California National Productions, makes the proud announcement of the arrival of Carl Lindemann III . . .

When the Oscars were handed out, three ex-admen collected one for "Day of the Painter," the first theatrical release of their film production company, Little Movies. Hollywood rated it the best live-action short subject. The three partners: **Robert P. Davis**, formerly tv art director at Ogilvy, Benson & Mather, handled the script, direction and cinematography; **Duard Slattery**, formerly a BBDO account exec, was production supervisor; and **Ezra Baker**, former film salesman for Screen Gems, was producer and lead actor. Their next venture: "Come Thursday," a feature-length thriller will star Ezra Baker again, along with Jefferey Lynne . . .

Babbitt Mrs. Babbitt Rogers Mrs. Rogers

POOLSIDE—*Vacationers taking a breather between swims at the Camelback Inn, Phoenix, were Sherman E. Rogers, vp and creative director of Cunningham & Walsh, Chicago, and his wife, and their friends, Mr. and Mrs. Richard Babbitt. Mr. Babbitt heads a medical equipment company in Rock Island, Ill.*

Merle S. Jones, president of the CBS Television stations division, New York, is expected back to work around the beginning of May after a hospital bout with a stomach infection . . .

Stanley Plesent, an attorney at Young & Rubicam, New York, is leaving advertising to become deputy counsel to **Edward R. Murrow**, head of the U.S. Information Agency. Mr. Plesent has been at Y&R since 1954 and was chairman of the advertising agency negotiating committee in the labor discussions with the Screen Actors Guild and AFTRA . . .

James H. Lavenson, president of Lavenson Bureau of Advertising, Philadelphia, has been re-elected to the board of directors of the Young Presidents' Organization . . .

Volunteers: **Norman M. Bankart**, vp of N. W. Ayer & Son, Chicago, is serving as volunteer chairman of this year's pr and publicity committee for the American Cancer Society's crusade . . . **A. N. Halverstadt**, manager, advertising production division, Procter & Gamble, is head of the executive committee of the radio-tv committee, United Community Campaigns of America. One of the committee members is **Joseph F. Keating**, vp of programming and operations for Mutual Broadcasting System . . .

ANNOUNCING THE NEWS—*Everyone riding the Pennsylvania trains between Rumson, N. J., and New York City by now knows that William F. Taylor, account executive with Reach, McClinton & Co., and wife, Rosemary are parents of a new daughter—thanks to this 24-sheet poster displayed opposite the Long Branch railroad station. Charles Stephens, vp and general manager of American Advertising Co., was the instigator.*

Gordon Navan, partner in Norman, Navan, Moore, Marineau & Baird, was named adman of the year by the Grand Rapids, Mich., adclub . . .

Herbert W. Moloney, head of Moloney, Regan & Schmitt, newspaper representative, has left with his wife, Elizabeth, on a European trip. They will return in June . . .

The annual Larmon Trophy was presented at West Point Military Academy April 29 to the winners of the 15th annual national debate tournament. The donor, **Sigurd S. Larmon**, chairman of Young & Rubicam, spoke at the tournament banquet the previous evening . . .

Two new daughters: Barbara Sue, born April 22 to Mr. and Mrs. **William Hart** (he's New York sales manager for Screen Gems), and Judith Susan, born March 21 to Bernice and **Jerry Moss** of Jerry Moss Inc. . . .

Maxwell Dane, secretary-treasurer of Doyle Dane Bernbach, has been elected to the board of directors of the Federation Employment & Guidance Service, which is affiliated with the Federation of Jewish Philanthropies of New York . . .

America's largest magazine (A SUNDAY MAGAZINE)

reaches at least half of the

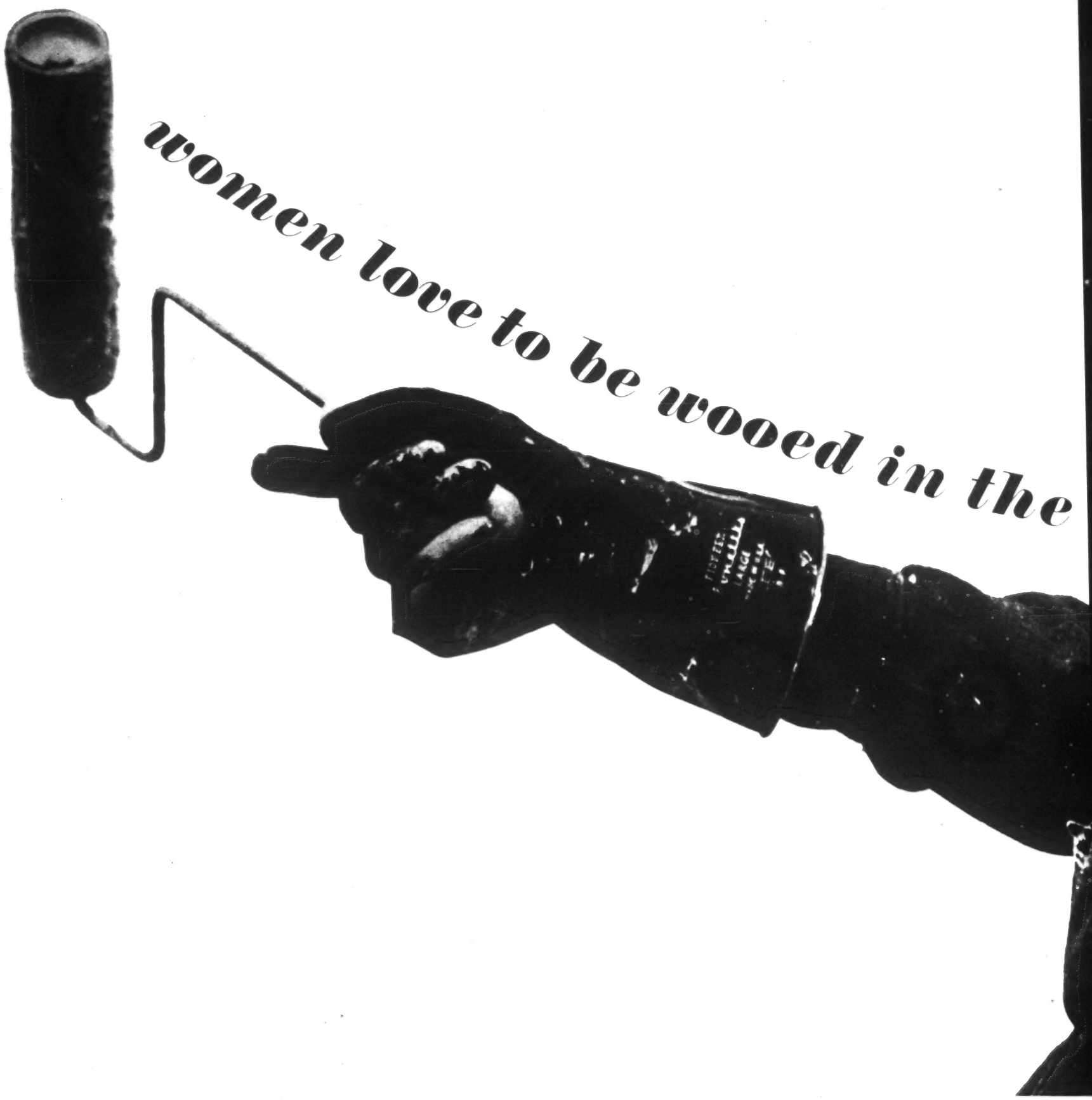
families in counties doing

18% of total U.S. retail sales.

But add Parade and the

18% jumps to 43%

The Sunday Magazine section of strong newspapers throughout the nation, reaching ten million homes every week.



Moral: A dollar invested in day-time TV reaches more women more often than the same dollar spent at night! Time was when the advertiser interested in talking to women stood by this hard and fast rule: Daytime for frequency; Nighttime for reach. Things have changed. A recent research study shows Daytime leading Nighttime in reach at every level of frequency. NBC had Nielsen compare a typical night-time buy—an alternate half-hour—and an NBC day-time schedule of approximately the same cost. Result? Over a four-

NBC Day-time Line-up: 10:00 Say When • 10:30 Play Your Hunch (color) • 11:00 Price Is Right (color) • 11:30 Concentration • 12:00 Truth or Consequences • 12:30 It Could Be You

week period, the evening show reached 18,100,000 different homes. The NBC day-time schedule reached 22,100,000 different homes; 4,000,000 more homes for Daytime! What's more, the average day-time home received almost twice the number of commercial messages, yielding 477 more homes per dollar. Whether it's a matter of four weeks or eight weeks, homes reached once or a dozen times . . . day-time dollars reach more homes.* So, if you've got women on your mind, consider the advantages of ***NBC Television Network—first in the Daytime!***

*Nielsen Audience & Cost Data, March-April 1960. Estimated Time and Published Talent Costs.

(color) • 2:00 Jan Murray Show (color) • 2:30 Loretta Young Theatre • 3:00 Young Dr. Malone • 3:30 From These Roots • 4:00 Make Room For Daddy • 4:30 Here's Hollywood

Promote Company First, Products Second: Sawyer

Cash in on Consumer Good Will, Agency Exec Urges Industrial Admen

NEW YORK, May 2—With product differences becoming less discernible, advertising's primary job should be to plug the company first and the product second, Howard G. Sawyer, vp of marketing services of Marsteller, Rickard, Gebhardt & Reed, Chicago, told Fordham University's student marketing conference.

He said the people behind the product—the company, its skills, its services, its reliability and its delivery performance—must of necessity assume greater importance in the eyes of buyers.

"This is a startling thought," Mr. Sawyer said, "because most of us have always believed that you should do product advertising first, and then, if you are big enough or rich enough or ambitious enough, you could put some money into—what some people would call a luxury—company advertising.

■ "But if product advertising merely duplicates the work of salesmen busily doing what they can do best, might it not make good sense to give company advertising the prior claim on advertising funds?" Mr. Sawyer asked.

Pointing out that it's not necessary to devote company advertising to self-praise, since readers form impressions from associations, he urged industrial advertisers to cash in on latent good will created by the company's consumer advertising.

"It's always been a mystery to me why more big companies owning consumer franchises fail to take advantage of this in their industrial advertising. Industrial buyers may own cars or appliances or other products made by the very company which would like to sell them products for their plants. Toward such companies, individuals often have a warm feeling, a respect, a faith. Why don't such companies make their industrial advertising look more like their consumer advertising—in order to capitalize on this good will?" he asked.

■ Burns W. Roper, a partner in Elmo Roper & Associates, predicted three types of research would come into increasing use: One geared to spotting demand trends before they're obvious, another designed to examine product quality and characteristics so the product won't be a flop, and the third to measure advertising effectiveness. He advocated trend surveys on a regular basis to spot developing consumer wants.

Mr. Roper said it was "popular fiction" that Edsel was one of the most thoroughly researched cars. He said the car was designed before the research was undertaken. "This seems to be a beautiful example of why research must be used not only to aid in the design of a product but to pretest a product's acceptability before any money is wasted," he said.

■ R. G. K. Anson, North American director of Colman, Prentice & Varley International, told the conference that Europeans are not conditioned to respond rapidly to advertising.

"In fact, many of them regard it with suspicion, so what Madison Ave. calls 'believeability' is a prime necessity, and you can't be believable in translation," he said.

Massey-Ferguson Boosts Wallach to Ad Manager

Sidney Wallach has been appointed general advertising and sales promotion manager of North American operations of Massey-Ferguson Ltd., Toronto international farm machinery company. He succeeds Stan Roberts, who recently resigned from the company (AA, March 13). Mr. Wallach previously was North American advertising manager of Massey-Ferguson. Before coming to Canada with Grant Advertising, he was with the *New York Herald Tribune*, the *St. Louis Post-Dispatch*, American Broadcasting Co. and the Hollywood office of Grant.

Thobae/Browder Formed

Charles P. Thobae & Associates and William N. Browder have joined to form Thobae/Browder, 3215 W. Alabama, Houston. Initially the new agency will have billings in excess of $400,000.

PBC

is proud to be in Broadcasting

We are proud to be in the broadcasting business. We feel the potential of this business, for the public good, to be unlimited. We recognize that we are living at a moment when broadcasting can make its greatest contribution to American life. We are living in an age where man has progressed in mechanical knowledge to an extent that he now has in his hands the power to cause the destruction of civilization as we now know it, or the power to bring forth a better life than man has ever known.

We believe that in the operation of radio and television stations we can make a significant contribution to this better life. *(Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)*

PEOPLES
BROADCASTING CORPORATION
246 North High Street • Columbus, Ohio

WNAX, Yankton, S. D. WTTM, Trenton, N. J.
KVTV, Sioux City, Iowa WMMN, Fairmont, W. Va.
WGAR, Cleveland, Ohio
WRFD, Columbus, Worthington, Ohio

A subsidiary of Nationwide Mutual Insurance Company, Columbus, Ohio

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

As a former resident of the populous Metropolitan Oakland Area, I have watched with great interest how this region has grown to be the largest center of population in Northern California. In fact this fast growing community now leads all other Northern California Markets in retail sales of food, drugs, automotive and building materials. Both from a marketing and advertising point of view, this makes this metropolitan marketing area of prime importance to our clients.

HARRY W. CHESLEY, JR., President
D'ARCY ADVERTISING COMPANY
St. Louis, Missouri

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG
In the TRIBUNE...

*Two out of three of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

THE AMERICAN HOME: BEFORE AND AFTER

When American Home first made its debut, the bungalow at the left was the last word in dream houses. A lot has happened since —both to the house and the magazine. The bungalow has been remodeled to fit the bigger dreams of a growing America—as this spread from a recent issue shows. The magazine has been revolutionized to fit the changing needs of today's young homeowners. The new American Home is a new breed of home service magazine. It's as lively and exciting as life in suburbia. It should be! American Home's editors (youngest of any major magazine) are active suburbanites themselves. They know the problems of their contemporaries first-hand. They serve them more genuinely useful information, more imaginatively than any magazine ever did before. American Home runs more pages of home service features than any other mass magazine . . . 15% more than its nearest competitor. Today, 12,250,000 men and women look to it for inspiration and information on building, remodeling, home furnishing, gardening and meal planning. American Home is for people who want to improve their homes. American Home is for advertisers who want to improve their sales.

AMERICAN HOME—THE MOST EXCITING THING THAT'S EVER HAPPENED TO HOME SERVICE MAGAZINES

AMERICAN
HOME

This spread taken from a 23-page article on remodeled homes.

In KETCHIKAN People Buy The Products Advertised In This Paper

Alaskans shop daily . . . with their Alaskan dailies. Stake your claim in our booming 49th state by placing your ads in one of Alaska's most successful dailies. Call your West-Holliday man for complete information.

One of five great Alaska Dailies

West-Holliday Co. Inc.
NEWSPAPER PUBLISHERS REPRESENTATIVES
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

Trade Group Urges Four-State Drive Pushing Tourism to Pacific Northwest

PORTLAND, ORE., May 2—Two proposals for a coordinated four-state promotion of tourist trade and industrial development were laid before the semi-annual meeting of the Pacific Northwest Trade Assn. meeting here.

Gerald W. Frank, manager of the Salem department store of Meier & Frank and chairman of the advisory committee to the state department of planning and development, suggested to the convention that a combined presentation would bring greater results than the states could achieve individually.

Similarly, Robert B. Murray Jr., exec vp, Pan American World Airways, urged: "You must join together in an organization which will promote the vacation and tourist attractions of the entire Pacific Northwest."

Both men referred to the four states of Oregon, Washington, Idaho and Montana.

■ This four-state Pacific Northwest region now spends approximately $6,000,000 a year for all phases of area development work, including economic planning, tourist and travel advertising, and industrial development, research and promotion, Mr. Frank said in summarizing present activities.

About half this sum is being spent by state government agencies and the other half by chambers of commerce, banks, utilities, railroads and other groups engaged in economic development work. On a population basis, he added, this works out to about $1 per head.

"$6,000,000 seems like a substantial sum, but it is peanuts compared to what other states and regions are spending in this intensely competitive business of luring tourists and new industrial plants," Mr. Frank said. The estimated total for the U.S. last year added up to $250,000,000.

■ "Tourist and travel promotion accounts for about one-third of our $6,000,000 regional resource sales budget. Generally tourism is regarded as our region's third largest industry. All four states use similar programs to promote travel and tourism. These include extensive advertising and publicity campaigns in selected newspapers and national magazines, radio and tv spots, outdoor and travel shows.

"All four states use handsome brochures and other mailing pieces to extol the grandeurs of their scenery and recreational resources and resorts. All four report good results from their advertising programs, with year-to-year increases in both number of inquiries from prospective vacationers and in numbers of out-of-state visitors," Mr. Frank said. #

Campbell in Biggest Spring Drive for Tomato Soup

Campbell Soup Co., Camden, N. J., is conducting its biggest spring drive ever for tomato soup in April and May. Color pages are scheduled in *American Home, Better Homes & Gardens, Family Circle, Good Housekeeping, Ladies' Home Journal, Life, McCall's, Parents' Magazine, Reader's Digest, The Saturday Evening Post* and *Woman's Day*. The company's "Lassie" and "Donna Reed Show" network tv shows also will be used.

Promotion stresses tomato soup both as a soup and as a recipe ingredient. Batten, Barton, Durstine & Osborn is the agency.

Sutherland Elected President of Canadian Publishers Assn.

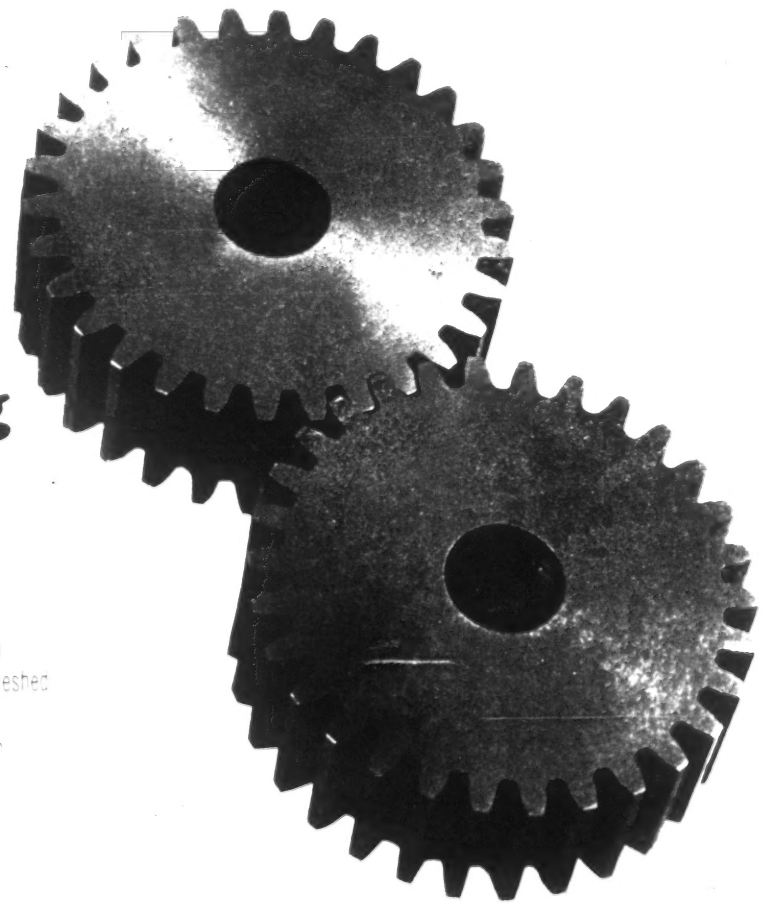
J. R. H. Sutherland, publisher of the *News*, New Glasgow, N. S., has been elected president of the Canadian Daily Newspaper Publishers Assn. The new 1st vp is J. S. Keate, publisher of the *Victoria Daily Times*. E. B. Richard of the *Toronto Globe & Mail* was elected treasurer.

A total of 85 agencies were granted CDNPA recognition at the association's meeting in Toronto.

Needham, Louis Boosts Soter

Needham, Louis & Brorby, New York, has appointed George N. Soter print creative director. Mr. Soter, a vp, was formerly director of the copy department.

The Fort Worth Market can fit ..... profitably into your advertising schedule



Your advertising schedule and the Fort Worth Market will fit together like cogs in finely meshed gears . . . to produce **RESULTS.** Over 26% of Texas' total Buying Power is in this 100-county market area. The Fort Worth Market is covered **best everyday** by the Fort Worth Star-Telegram

Fort Worth MARKET DATA FACTS

		% of Texas
Population	2,168,841	23%
Effective Buying Income	$4,160,761,000	26.5%
Retail Sales	$2,899,490,000	25.3%

The Fort Worth Star-Telegram Has the LOWEST DAILY MILLINE RATE IN TEXAS

	Max. Daily Milline Rate		Max. Daily Milline Rate
FORT WORTH		HOUSTON	
Star-Telegram	2.56	Chronicle	3.10
Press	5.15	Post	2.93
DALLAS		Press	4.41
News	2.59	SAN ANTONIO	
Times-Herald	2.84	Express-News	3.17
		Light	3.21

For the complete Fort Worth market story, send for your free copy of "Fort Worth 1960 Analysis of the Fort Worth Market Area and Newspaper Coverage."

FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

SOURCES:
Sales Management
SRDS-3/6/61

Concerning discerning people

"What do magazines have that is distinctive, that sets them utterly apart from other media? Well, magazines have participators, partakers, sharers—readers. And magazines have readers in particular frames of mind. Magazines are intimate, relaxed, leisurely, subjective . . .

"But the most unique thing that a magazine has, its most priceless asset, is **selectivity.** Each magazine selects its readers, the group that shares its frame of mind, and leaves the others out. What's more, magazines as a whole separate two vast and distinct groups of people in the United States—the **discerning** people and the **non-discerning** people.

"Needless to say, of the two groups, one is infinitely more important to the advertiser than the other. A discerning person is a person whose eye or mind can spot differences. He can identify. He can discriminate. He has mental vision, imagination. Reputation and performance have a meaning to him. The names and reputations of certain companies are important guideposts—to the discerning."

William E. Steers, President
Doherty, Clifford, Steers & Shenfield
Excerpted from a speech before the
Magazine Promotion Group, February 16, 1961

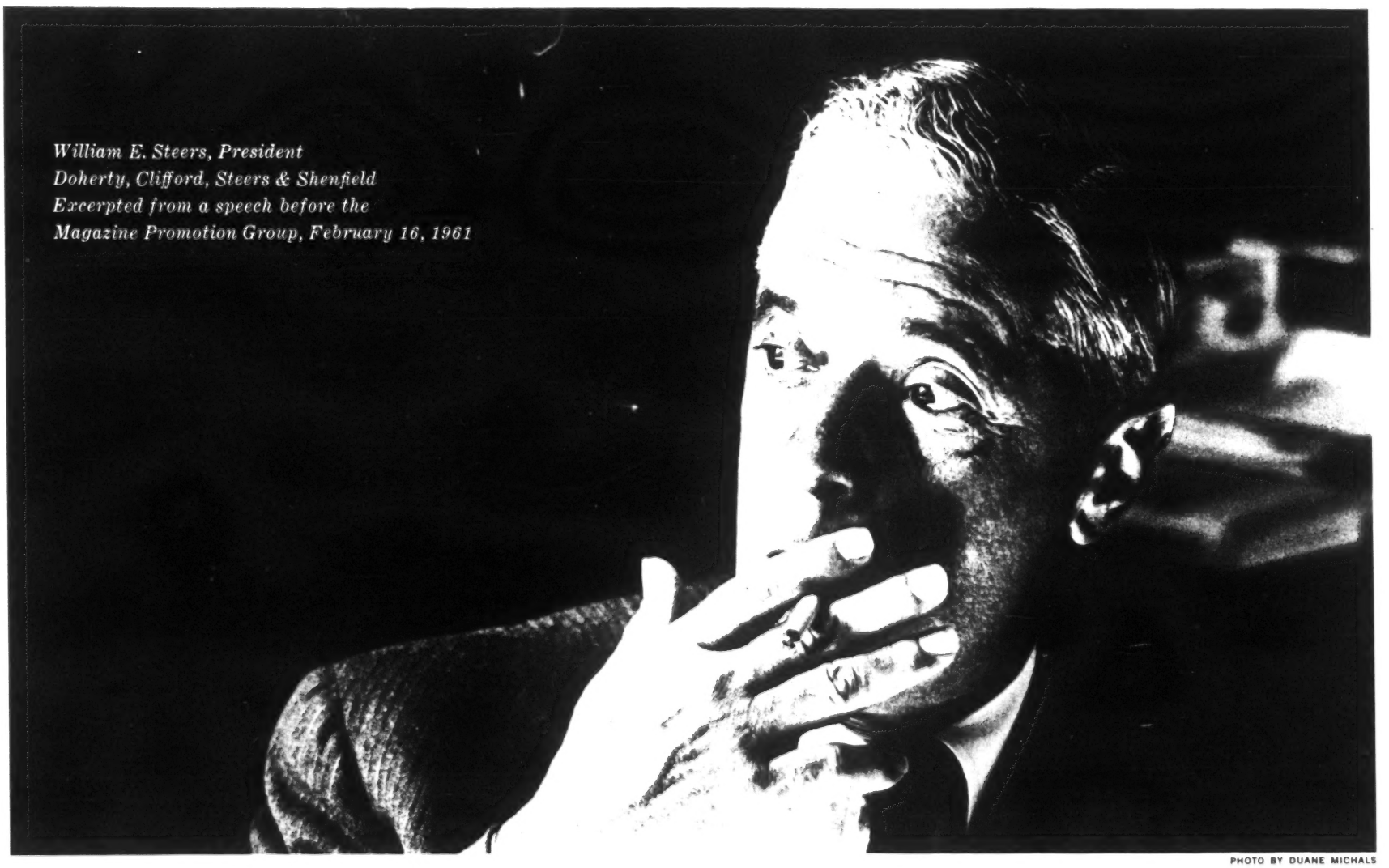


PHOTO BY DUANE MICHALS

By their very readership of SPORTS ILLUSTRATED, 950,000 U.S. families single themselves out as belonging to Mr. Steers' discerning group—in a discerning and enjoyable frame of mind about one of the most contemporary and colorful magazine subjects of all.

And market research distinguishes this group as being highly selective as well. Median household income is $10,835 (one of the highest of all magazines); median household head age is 42 (one of the lowest). They comprise only 1/50 of all the families in the U.S.—yet they alone bought 1/9 of all the 1961 model cars sold before January 1. They hold 1/9 of all the passports and 1/6 of all the air travel cards.

Advertising for any contemporary product or service should be appearing regularly in SPORTS ILLUSTRATED; in fact, only 4 magazines in the land carried more pages of consumer advertising in 1960.

Sports Illustrated

FULL COLOR POST CARDS & BUSINESS CARDS

From original transparencies within 6 to 8 weeks in quantities of 1,000 upwards. Write for our complete line, based on 35 years of continuous service to the photographic industry.

THE GROGAN PHOTO COMPANY
Dept. AA
Danville, Illinois

Ad Budget Is Competitive Weapon, Not Internal Cost or Sales Ratio Item: Kober

(Continued from Page 3)

penditures. In 1956, it spent 27.3% of the total; 31.4% the following year; 32.4% a year later; and in 1959 the figure was 32.1%.

■ "We find in the case of this company—known the world over for its managerial skill—that over the course of this five-year period it made a concerted attempt to increase its share of the consumers' soap mind; at the same time, it achieved a greater share of sales within the group of soap companies," said Mr. Kober.

The second soap company, he reported, suffered a five-year decline in its share of market, dropping from 17.9% to 13.4%. Its advertising expenditures declined from 31.7% to 24.6% of the group's outlays. Meantime, however, it was increasing its advertising-to-sales ratio from 22% of sales to nearly 25%.

■ "In other words," said Mr. Kober, "it appears obvious that this decreasing share of the public's soap mind was not curable by raising the advertising-to-sales ratio. The public's mind, after all, can hardly be expected to operate in a competitive vacuum."

The third company—"the giant within the industry"—saw its share of group sales remain "practically static." The same was true for its advertising expenditure—slightly more than 43% of the group's advertising dollars.

In the food field, said Mr. Kober, the five companies studied enjoyed combined sales of $3 billion. Their total advertising outlays were nearly $210,000,000 yearly.

The first company, he said, enjoyed a constantly rising share of market on the wings of advancing advertising budgets. This company's 1959 sales were close to $500,000,000. The second food company likewise showed a share-of-market increase while stepping up its ad spending.

The third company, with a sliding share of market, also showed a declining ad budget. The fourth company likewise showed downward trends in both areas.

■ In the case of the fifth company—"the dominating factor in the food industry"—share of market held "reasonably steady" at about 35%, while advertising expenditures remained almost stationary. "One suspects here," said Mr. Kober, "that because its brands have become household bywords over the course of many years, this company can allow itself small liberties for a limited period of time."

Mr. Kober ran through similar statistics for companies in the drug and toiletries fields. #

Why 14,550,000 Westerners have flown Western Airlines since April 17, 1926

WESTERN AIRLINES

NOSTALGIA—*Western Air Lines celebrated its 35th birthday April 17 with this b&w page in ten West Coast newspapers. The airline, via Batten, Barton, Durstine & Osborn, rummaged through its old picture file to point up a number of "firsts" scored since 1926.*

Remsen-Whitney Names Two

Corwin R. Otte has been named regional manager for the Cleveland-Detroit area by Remsen-Whitney Publishing Corp., Manhasset, N. Y., and Jim Summers has been appointed regional manager of the Chicago area for *Missiles & Space*, published by Remsen-Whitney. Mr. Otte formerly was a sales consultant in point of purchase advertising for A. S. Gilman Inc., Cleveland; Mr. Summers formerly was Chicago representative of American Rocket Society's two publications—*Astronautics* and the *ARS Journal*.

Studebaker-Packard (Canada) to Move to McConnell, Eastman

Studebaker-Packard of Canada, Hamilton, Ont., will move its $400,000 advertising account from Tandy-Richards Advertising, Toronto, to McConnell, Eastman & Co., Toronto, effective July 1. In making the announcement, Gordon E. Grundy, company president, said that "Lark advertising through most of the current model year will continue to be handled by Tandy-Richards."

"I wish I'd thought of it myself . . ."

We hear that again and again about SUBURBIA TODAY from people who know today's specialized markets. SUBURBIA TODAY is the first and only publication aimed directly and exclusively at the upper-income suburbs, an explosive market that's growing six times as fast as the rest of the country.

Suppose you *had* thought of it. You're publishing a magazine to reach the richer, brighter young suburbanites—the families that buy more houses, lawn seed and fertilizer, dishwashers, trips abroad, and frozen foods than any other single group.

What would this free-spending market respond to? Not mass media but a magazine edited just for them. So you hire the best writers in the business—people like Jean Kerr, James Thurber, Shirley Jackson, John Kieran—to write about the interests, pleasures and problems of life in suburbia.

You run smart, four-color food spreads—not how to feed a family of six on $1.87—but interesting gourmet dishes, perfectly prepared and exquisitely served.

You pressure your printer to get the handsomest, most colorful gravure printing that ever brightened an advertiser's eye.

Now, how do you limit your distribution to this golden group? You insert your magazine in the community newspapers of hand-picked metropolitan suburbs from Scottsdale to Syosset, Westport to La Jolla. Thus you get direct home delivery, right in with your local retailer's newspaper ads, on shopping-day-minus-one.

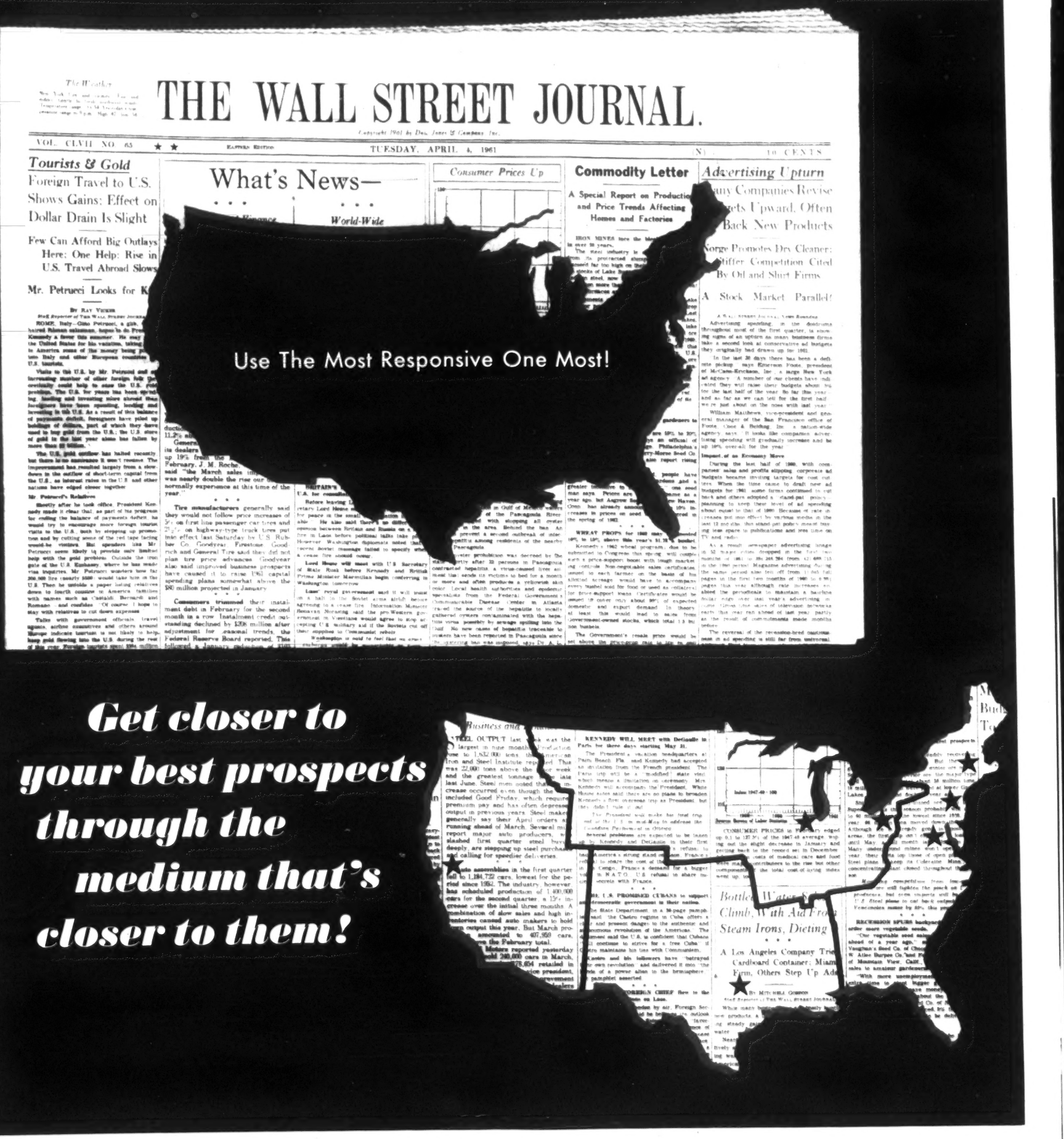
It *is* a good idea . . . and it *has* worked. Nearly a million and a half suburban families enjoy SUBURBIA TODAY every month. Advertising linage has more than doubled in the past year.

More and more advertisers find SUBURBIA TODAY the most effective, economical way of reaching this buying, booming market. Isn't it a good idea for your product, too?

Suburbia Today T.M.

153 North Michigan Avenue—Chicago 1, Illinois
LEONARD S. DAVIDOW, Publisher
PATRICK E. O'ROURKE, Advertising Director

New York 22: 575 Lexington Avenue
FORD KING, Advertising Manager
DETROIT
CLEVELAND
SAN FRANCISCO
LOS ANGELES



1961 YEAR FOR PRECISION SELLING

Whenever casual buying diminishes, and selective buying increases, The Wall Street Journal dramatically re-affirms its all-weather selling power. *It is the most responsive one.*

A buyer's market is a keen-business-interest market. And no other business publication has such a constant, tenacious grip on the steadfast readership of the influential businessman-buyer. Key executives everywhere rate The Wall Street Journal "the most useful one" among all magazines and newspapers. They'd no more think of postponing the getting of business information until next week or next month than they'd think of letting urgent correspondence accumulate in a lower drawer. The news that changes business changes every business day . . . and The Wall Street Journal is the Only National Business Daily.

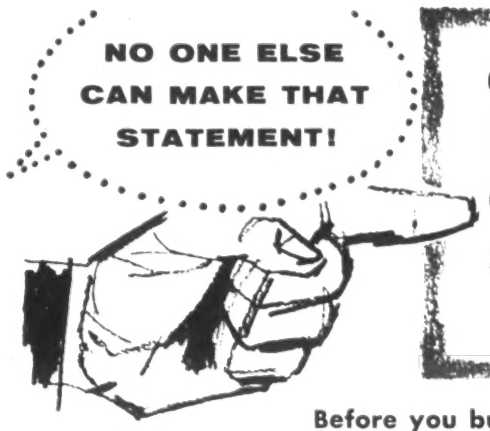
And The Wall Street Journal is closer to them *physically*, too. With seven printing plants (soon to be eight) The Journal's 4 regional editions speedily reach subscribers everywhere with news that's always fresh—and mostly exclusive. The advertiser may use this regional-edition flexibility *selectively* (any one or combination of editions he wants) . . . and *strategically* (changing product, headline, dealer and sales office listings, etc., edition by edition) . . . *at no extra cost.*

If precision-buying is high in your media specifications, look closer at the precision-selling medium—The Wall Street Journal. This is where the advertiser can speak chin-to-chin with the men whose office doors always swing open wide—to the business-maker that has a standing appointment with them every business day.

THE WALL STREET JOURNAL

Published at: New York, Washington, D.C., and Chicopee Falls, Mass.
• Chicago and Cleveland • Dallas • San Francisco

...and big, new Riverside (Calif.) plant now under way.



of all the TV stations in the Pacific Northwest only KTNT-TV includes all 5 cities* in its "A" contour

*SEATTLE TACOMA EVERETT BREMERTON OLYMPIA

Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.

Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.

KTNT TV CBS
CHANNEL 11
CBS for Seattle, Tacoma and Puget Sound area
Studios in Seattle and Tacoma

Scott Bogigian Ricksham

SIGN OF SPRING—*Larry Scott, account supervisor, Cunningham & Walsh, Chicago, and Roy I. Ricksham, director of sales and advertising, Beatrice Foods Co., Chicago, help Harold Bogigian, of Beatrice's sales and ad department, post the first outdoor signs of Meadow Gold's spring "Win a Boat" contest. More than 2,000 of the 30-sheet posters will be placed in 42 states.*

NOTHING SELLS SWIMWEAR LIKE SUMMER!

The *climate's* the thing! Dallas, known for its well-dressed women, is a favorable *climate* for high fashion. Its stores are fashion famous. Its women have the money to indulge. And The Dallas News is *climate*-right to sell high fashion!

FASHIONS BY NEIMAN-MARCUS

NOTHING SELLS BIG D LIKE THE NEWS!

BELIEVABILITY, reader confidence, trust . . . these are the things strong selling-*climate* is made of. These are the things that give an extra pull to an advertisement in The News. Like black velvet enhances a diamond. The tinkle of ice in your tea. The frame to a picture. The word of a friend. Whatever your product, it will appear and appeal more favorably in the *climate*-right Dallas News.

That is why Big D's big department stores favor The News with 66.7% of their women's clothing linage. For high-ticket, high fashion they use The News almost exclusively.

More than to show your wares before more people through The News' larger circulation . . . specify The News for the extra sell when your product is seen in the more favorable *climate* of The News. Media Records, 1960

The Dallas Morning News

CRESMER & WOODWARD, INC., National Representative
THE LEONARD CO., Florida Travel Representative

Hailstone, Woodward to Start Canadian Consumer Magazine

MONTREAL, May 2—Patrick Hailstone, formerly with Wallace Publishing Co., Montreal, and Daniel E. Woodward, president of Woodward Greiner Co., Montreal and Toronto industrial agency, will be publisher and editor, respectively, of a new magazine, *Canada Month/Canada Week*, set to bow next fall.

Conceived as a weekly, it will start as a monthly (*Canada Month*) in October. If success allows, it will later be converted into *Canada Week*.

The periodical will publish a review of events with their background. Advertising rate will be $750 for a b&w page, based on a paid circulation of 50,000.

Mr. Woodward will withdraw from active participation in Woodward Greiner, which made news last year by switching entirely to a fee system of compensation (AA, Dec. 5, '60). #

American Research Buys Into 'Industrial Research'

American Research & Development Corp., Boston, has acquired an interest in Scientific Publishing Co., Chicago, publisher of *Industrial Research*, by purchase of $180,000 of common stock. This is the investment company's second publishing venture. Last year it helped launch *Medical Tribune*, a weekly newspaper for physicians, and the company has now announced the exercise of its option to purchase the common stock of Medical & Science Communications Development Corp., publisher of *Medical Tribune*.

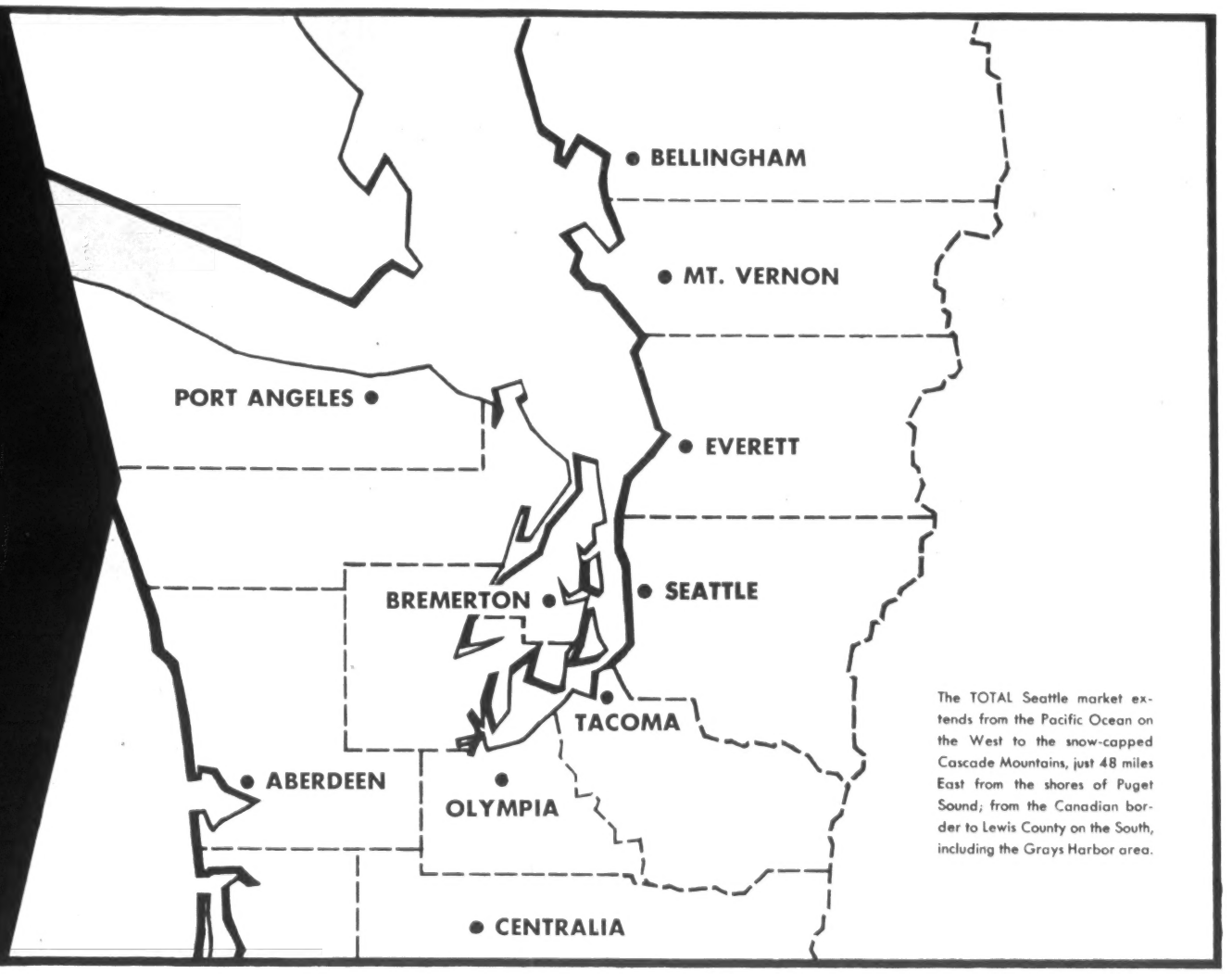
Industrial Research was started as a quarterly for technical management executives in 1959. It is now publishing bi-monthly and plans to go monthly in October. Neil P. Ruzic, editor and publisher, said the capital from the stock sale will also be used to help strengthen editorial, advertising and circulation departments, launch a subscription drive through space and direct mail advertising and construct a new building.

LaCava Joins McConnachie

William LaCava, formerly vp in charge of production of Cunningham & Walsh, has joined Morton McConnachie Productions, New York, as creative director for commercial and industrial film production.

THIS is the **TOTAL** Seattle Market as a marketing man sees it...

Are you missing HALF of the people?



The TOTAL Seattle market extends from the Pacific Ocean on the West to the snow-capped Cascade Mountains, just 48 miles East from the shores of Puget Sound; from the Canadian border to Lewis County on the South, including the Grays Harbor area.

49% of the people in the Seattle Market live OUTSIDE King County...and here is the way to reach them economically!

This media concept gives 71% PENETRATION ...for only pennies more!

★

In the TOTAL Seattle Market, one Seattle newspaper gives you only 9.4% penetration outside King County; the other only 16.8%. Remember, HALF the people in the TOTAL Seattle Market live *outside* King County! For that reason, advertisers who want to reach ALL the market with strong, merchandisable penetration buy

ONE SEATTLE NEWSPAPER and NINE LOCAL DAILIES

You reach 429,198 homes in the TOTAL Seattle Market for only pennies more per line. Your West-Holliday man can show you how you can buy the eight "outside" dailies listed here with ONE order, ONE bill. Get the TOTAL story on the TOTAL Seattle Market, today.

The total Seattle Market represents nearly TWO BILLION DOLLARS in retail sales . . . nearly half of which are made OUTSIDE King County, the home county of Seattle! This "outside" area is no commuter feeder to Seattle, but a series of individual trading centers, each supporting its own economy with basic industries and agriculture. When you spend all your advertising dollars in Seattle, you pass up, literally, nearly HALF of the market.

It makes sense to buy ONE Seattle newspaper, and the home county newspaper in each of the other counties in the TOTAL Seattle Market. Compare the coverage . . . and the cost . . . and see!

WEST-HOLLIDAY CO., INC.

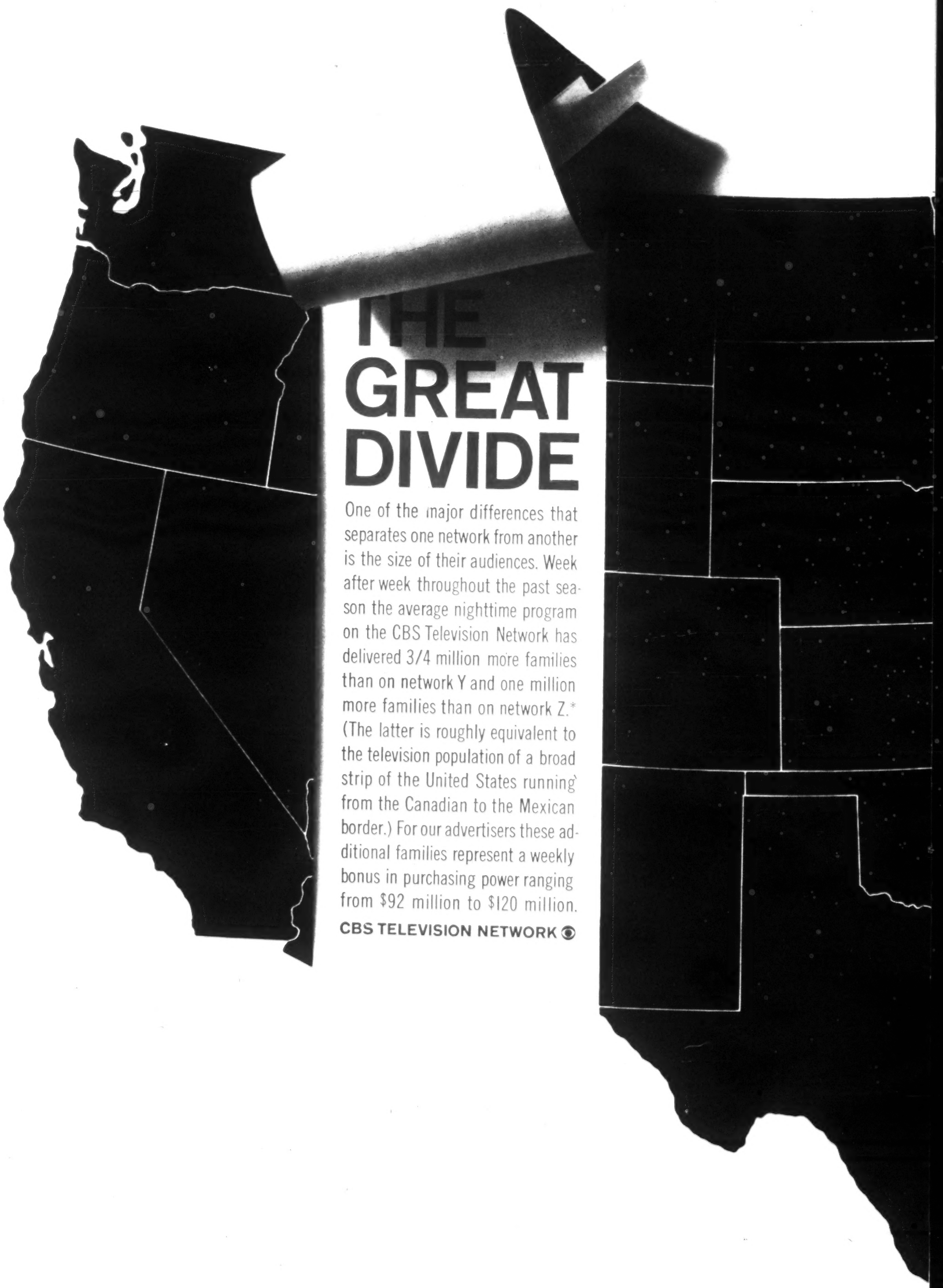
Owned and operated by Nelson Roberts & Associates

Representing strong daily newspapers throughout the Pacific Area including these marked * in the Seattle Market Area:

Bellingham Herald, Bellingham*
Mt. Vernon Herald, Mt. Vernon*
Everett Herald, Everett*
Port Angeles News, Port Angeles
Bremerton Sun, Bremerton*
Daily Olympian, Olympia
Aberdeen World, Aberdeen*
Centralia Chronicle, Centralia*

West-Holliday Co. has offices to serve you in:

- **Seattle**
- **Portland**
- **San Francisco**
- **Los Angeles**
- **Chicago**
- **Detroit**
- **New York**
- **Denver**



THE GREAT DIVIDE

One of the major differences that separates one network from another is the size of their audiences. Week after week throughout the past season the average nighttime program on the CBS Television Network has delivered 3/4 million more families than on network Y and one million more families than on network Z.* (The latter is roughly equivalent to the television population of a broad strip of the United States running from the Canadian to the Mexican border.) For our advertisers these additional families represent a weekly bonus in purchasing power ranging from $92 million to $120 million.

CBS TELEVISION NETWORK

*Nielsen season AA averages, Oct. 1960—1 Apr. 1961, 6-11 pm; av. weekly household expenditures, $117 (1959, U.S. Dept. of Commerce.

At International Ad Conference . . .

European Admen Favor Integration but National Differences Block Action

German, French Delegates Clash on Ways and Means, Hiring of Secretariat

By Mark Random

NICE, FRANCE, May 2—The International Advertising Conference organized by the Federation Francaise de la Publicite wound up here Sunday with evidence that the road to integration of European advertising will be long and rocky.

Speaker after speaker declaimed on the need for bringing various aspects of advertising, media and research into line not only in the six countries of the European Common Market (ECM) but throughout the continent. But there was little news in the working sessions of any developments along these lines or even any practical moves toward achieving harmony.

■ Behind the scenes there appeared to be signs of discord within the Communaute Europeene des Organisations de Publicitaires (CEOP), grouping representatives of all sectors of the advertising business in the six ECM countries.

At a closed-door session of the CEOP general assembly on Friday morning, it is understood the German delegation was particularly critical of the organization's lack of progress.

Raymond Mery, CEOP president, had earlier told ADVERTISING AGE that the organization is now at a point where additional financing was needed.

"There is much to be done," said M. Mery, "but it will take more money."

■ Andre Kicq, head of the Belgian agency, Publicontrol, and treasurer of CEOP, said the organization needs a paid secretariat to make progress. In order to finance this move, it is understood, he suggested that the annual levy on each of the six member organizations be doubled. If that were done, said M. Kicq, CEOP would be able to appoint a paid director for six months of the year.

This suggestion apparently came under heavy fire from members of the German delegation, which was headed by Hans Durrmeir of Sueddeutscher Verlag and vp of CEOP. The tenor of the German criticism was that little has been accomplished thus far and now it is proposed to double the levy in order to finance a half-hearted measure which would operate only six months of the year.

■ The German delegates are understood to have asked what sort of director the organization could expect if they could only offer him employment for half a year at a time.

After what informants described as "heated discussion," the proposal was referred to the executive committee for further consideration at a later date.

German delegates were reported to be rather disillusioned by the lack of progress achieved by CEOP, which was formed in 1958. Since then, it has provided a sounding board for the advertising federations of France, Holland, Belgium, Luxembourg, Germany and Italy.

Its general assemblies and executive board meetings have involved much discussion but resulted in no real action and very little in the way of concrete plans for harmonizing the advertising business and its practices in the Common Market countries.

Only now, after nearly three years, has CEOP got around to deciding to set up a permanent administrative committee, composed of the administrative directors of the national advertising federations of the member countries, which will meet at fixed intervals to coordinate and accelerate the work of CEOP.

■ This "beginning of a beginning" appears to some observers here as confirmation that the high-flown objects of CEOP have not yet got off the ground. Some European observers are convinced that unless it appoints a full-time director and gets down to dealing with concrete proposals, it will eventually fizzle out.

In the European advertising business, which in many countries is still in the emergent stage, there is a certain residue of nationalism and it is felt that the varying temperaments will continue to give rise to strong differences of opinion.

■ As the reported schism between the German delegates and the leadership of the French delegates was emerging, the Italians stood on the sidelines. The Luxembourg delegation did not attend and the Belgians sided with the French.

Another swaying of delegations was apparent when the Dutch delegation, which had previously been reported rather cool to the apparent French leadership, swung in behind the French.

This was taken to be a result of differences between the Dutch Assn. of Advertising Agencies and the recently formed European Assn. of Advertising Agencies (EAAA).

■ The EAAA, whose newly appointed director, Franz U. Wille, attended the CEOP general assembly as an observer, is understood to have turned down an approach by the Dutch association for the blanket admission of its 80 or so members. The EAAA is reported to have insisted on considering each agency on its individual merits and only granting membership to those measuring up to its stringent qualifications for full-service agencies.

This attitude on the part of EAAA, apparently has had the effect of bringing the Dutch closer to the French-led CEOP.

Also attending the CEOP general assembly as observers were Villa Mane, representing the Spanish advertising business, and J. P. O'Connor, director of Britain's Institute of Practitioners in Advertising, who outlined the growth of European advertising since 1953 (AA, May 1).

■ The working sessions of the conference in the Centre Universitaire Mediterraneen or the Promenade des Anglais were well attended, despite the attractions of the Riviera sun which shone almost throughout the conference from April 26 to 30.

Delegates from Britain, Germany, Belgium, Italy, Holland, Ireland, Switzerland, Spain and Japan heard speaker after speaker from eight countries urging the need to bring national practices into line if advertising is to make the most of the opportunities which lie ahead.

■ Charles Schlaepfer, the Swiss president of the International Union of Advertisers' Associations, who is noted as an outspoken commentator on the advertising scene, was one of many who called for closer relationships.

M. Schlaepfer called for permanent liaison and collaboration between advertisers and agencies on both the national and international levels.

"We need you and you need us," he said in a message to the conference from his organization. He called for closer cooperation so that "your intellectual and artistic creations on our behalf may, in our hands, be transformed into economic value."

■ Speaking on behalf of advertisers, M. Schlaepfer expressed satisfaction with the rising volume of advertising in Europe but he also underlined some of the problems that come with growth. For one thing, he said, advertisers now find it difficult to buy prime white space and air time; for another, the increased demand has inflated media costs; and for another, individual ads have to work harder because of the welter of competition.

The Swiss adman also charged that the quality of service tends to drop as the agencies take on more and more business.

M. Schlaepfer seriously suggested that the advertising industry apply a slight brake to the rising volume of advertising. This, he said, would allow agencies to concentrate more on its quality of service. He also contended that this go-easy approach would help to counter attacks on advertising and help to avoid taxation levied on the grounds of "excessive" expenditure.

■ The nationalistic approach of many European agencies was well exemplified in a fighting talk delivered by Claude Marcus, general manager of Publicis, leading French agency. M. Marcus asserted that in the consumer goods field there is no such thing as "international advertising"—only international advertisers who produce in one country and sell in others.

M. Marcus dismissed international campaigns as "an adman's dream" and said it is impossible to produce ads which only need translation of copy for use in another country.

The French agency leader claimed that the only solution for manufacturers operating internationally is to give their top man in each country a free hand to select the best local agency and to allocate ad budgets. He contended that centralization is dangerous because only people on the spot are adequately equipped to produce advertising that fits local conditions.

■ Emile Morando, president of France's Institut de Recherches et D'etudes Publicitaires (Institute of Advertising Research and Studies), told the conference that there is a need for unification of media research standards on an international level but he warned against excessive standardization that would lead to stagnation. The main need, he said, is for an internationally accepted vocabulary.

Fernand Hourez, of Bodden & Dechy, Brussels, and president of the European Assn. of Direct Mail Agencies, declared that European admen, particularly the French and Belgians, make insufficient use of this medium. He warned them that British and American advertisers coming into Europe are much more alive to direct mail possibilities and likely to steal a march on their competitors by using it.

■ Marc Bancquart, president of Societe Moderne D'Imprimerie, Paris, described point of purchase as a particularly dynamic medium in Europe and suggested it is perhaps one field where no creative problems stand in the way of unification. He argued it would be possible within the Common Market to centralize production of p.o.p. material on a mass production basis and distribute it to various countries at a saving.

The attendance of foreign delegates, particularly a contingent about 20-strong from Britain, was an encouragement to the French organizers of this conference. Despite the French national crisis which flared up on the heels of the abortive coup in Algeria almost on the eve of the conference, few of those who registered in advance failed to arrive. Some cancelations could have been attributed to the travel difficulties brought about in the wake of the crisis, which involved some delegates coming by very circuitous routes.

■ One delegate, Juichi Odani, manager of the international department of Dentsu Advertising, Tokyo, was singled out for an ovation as the delegate who had traveled the farthest. He addressed the conference on behalf of his chairman, Hideo Yoshida.

Mr. Odani said Japan had made tremendous progress in recent years and its current rate of economic growth even exceeds that of Germany. He put Japanese total ad volume in 1960 at an alltime high of $500,000,000—ten times the expenditure of a decade ago. #

Glossary of Ad Groups

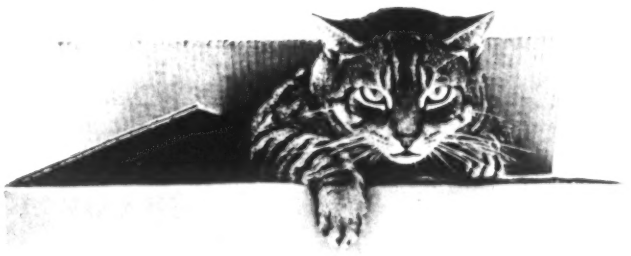
CEOP—The Communaute Europeene des Organizations de Publicitaires, an association paralleling the organization of the European Common Market. Membership includes the advertising federations of France, Belgium, Netherlands, Luxembourg, Germany and Italy, with the main impetus coming from France.

EAAA—The European Assn. of Advertising Agencies, now in the process of formation, is designed as a continent-wide association of full-service agencies, with requirements for membership similar to those of the American Assn. of Advertising Agencies and Britain's Institute of Practitioners in Advertising. Main impetus comes from Britain.

IREP—Institut de Recherches et d'Etudes Publicitaires, French counterpart of the Advertising Research Foundation.

FFP—Federation Francaise de la Publicite, French counterpart of the Advertising Federation of America.

IUAA—International Union of Advertisers' Associations, a long-established association of national advertisers in European countries.



CAT'S OUT—*Olin Mathieson Chemical Corp.'s divisions will follow up its corporate monomial campaign theme ("Please Call Us by Our First Name") via four-color bleed spreads like this one, for packaging division of Olin, in nine consumer magazines. Doyle Dane Bernbach is the agency.*

RCA Reports Ad Spending Dipped to $31,000,000 in '60

NEW YORK, May 2—Radio Corp. of America today reported it spent $31,000,000 for advertising in 1960. Last year the company reported an expenditure of $31,800,000 for 1959 advertising (AA, May 9, '60).

Holding its annual meeting here, RCA released first quarter results showing lower profits on higher sales. Volume in the first three months of 1961 hit a new peak of $361,700,000, compared with $361,200,000 last year, while earnings declined from $13,000,000 to $12,000,000.

The earnings decline was blamed once again on RCA's continuing heavy investment in electronic data processing equipment. John L. Burns, president, told stockholders that these costs are expected to "decline appreciably beginning next year."

Mr. Burns reported that "in a surprisingly short time RCA has become a leading producer of electronic computers and associated equipment."

■ For the past five years RCA advertising investment has roughly equaled its profits after taxes. In 1960, earnings totaled $35,117,000 on sales of $1.4 billion.

Mr. Burns welcomed the entry of other manufacturers into the color tv field. He said that color receiver sales now account for $1 out of every $3 of RCA's total tv set sales and an even larger share of receiver profits.

Reporting on the operations of RCA's subsidiary, National Broadcasting Co., Mr. Burns noted that Walt Disney Productions, Eastman Kodak Co. and E. I. Du Pont de Nemours & Co. have all switched their business to NBC-TV and said that the automobile companies will now be spending more with NBC-TV than with the other two networks combined.

A stockholder asked how American Broadcasting Co. could do so well with "half the payroll we have." David Sarnoff, RCA chairman, replied: "When they're as old as we are, you might get a different answer. They don't render the wide public service that we do in the field of unsponsored programs." #

Ted Bates Boosts Black, Grayson, Hahn, Sacco

Ted Bates & Co., New York, has promoted Howard Black to a senior vp. Mr. Black, who was named a vp in 1956, will serve as group supervisor on the Brown & Williamson Tobacco Corp. account. Bates also has elected Gene Grayson, Alan Hahn and Joseph Sacco, creative supervisors, vps.

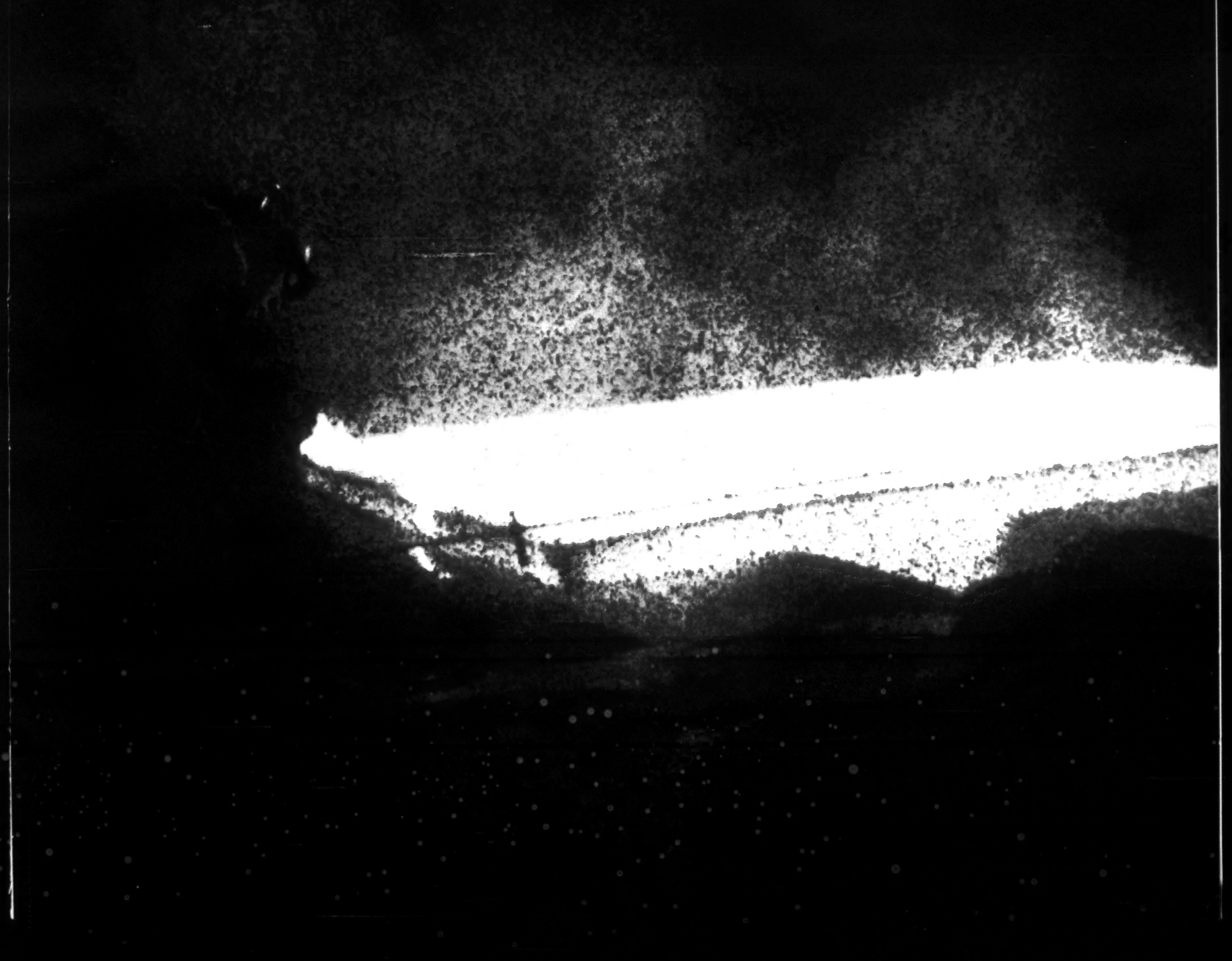
Photography

can say almost everything

Sharp as nettles, moody as moonlight. The color in poster saturation, or the pastel of a rose-petal blush. Photography can be literal in telling the roughness of tweed. Or diaphanous to excite the imagination. Photography can spell out, as in a b c. Or as here, radiate sensation. There are many techniques to vary the image. Its versatility multiplies manyfold the effectiveness of advertising space.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

PHOTOGRAPHY: PAUL WEELER FOR LUKEN - STEEL COMPANY
AGENCY: J. M. MATH - COMPANY



What is the major cause of headache?

When using direct-mail, some firms are depressed. Waiting for replies puts nerves on edge – tension mounts up. But, for fast, *fast*, FAST relief, you need Reply-O-Letter's combination of 3 active ingredients to give you – ONE: the letter with the Built-In, pre-signed reply card! TWO: expert letterwriting! THREE: 30% to 50% additional returns! You'll feel *great* . . . and Reply-O-Letter won't upset your pocketbook. Send for your free Reply-O-Letter booklet, complete with case histories today. A good prescription.

THE LETTER WITH THE BUILT IN REPLY

REPLY-O-LETTER
6 Central Park West
New York 23

Information for Advertisers

S. C. Johnson & Son, Racine, has released a new film, "The Challenge," in which an inquiring "graduate student" concerned about the misconceptions his fellow students have about business, probes into profits, production and people. Additional information about the film may be obtained from Sterling Movies U.S.A., 375 Park Ave., New York City.

• "Toys & Playthings Data Folder, 1961," a new media data folder on the Canadian toy market, has been published by **Wallace Publishing Co.,** 146 Bates Rd., Montreal 26.

• The 1961 edition of "New York Publicity Outlets" has been published by **Publicity Media Service.** Copies, including a semi-annual revision supplement, priced at $12 each, may be obtained from Publicity Media Service, 15 E. 40th St., New York.

• "Missile Space Optics Report," a report on products, processes and developments in the missile space optics industry, is available to advertisers from the Marketing Dept., **Missiles & Rockets,** 1001 Vermont Ave., N.W., Washington 5, D. C.

• "Creative Understanding of the Consumer," a 61-page booklet examining the understanding and prediction of consumers as human beings, has been published by **Creative Research Associates,** 230 N. Michigan Ave., Chicago 1.

• **Service Bureau Corp.,** subsidiary of International Business Machines Corp., has published a booklet describing the IBM 704 computer service for word generation. Given a clearly stated series of word formation rules, the SBC service will generate a list of words with any combination of desired characteristics. Specifications for a word list and sample listings are included in the booklet, available from the Service Bureau Corp., 425 Park Ave., New York 22.

• "Techniques of Editing Video Tape," a 30-page booklet discussing the various methods of editing tape, plus containing a pictorial review of ideas being used by video tape editors to build shows from tapes, locate splicing points and create special effects, has been published by and is available from the magnetic products division of **Minnesota Mining & Mfg. Co.,** 900 Bush Ave., St. Paul 6.

• **Films Inc.** has released its new catalog, No. 62-A, covering offerings from the major Hollywood studios on a rental basis. Contents of the catalog are split into 14 major headings and 89 subheadings. Copies of the catalog are available from Films Inc., Sales Promotion Dept., 1150 Wilmette Ave., Wilmette, Ill. ■

'Show Business Illustrated' Appoints Gibney, Fall

Show Business Illustrated, Chicago, has appointed Frank Gibney assistant publisher and editorial director. Mr. Gibney was formerly with *Life*. The new publication, published by Playboy Inc., will go on nationwide newsstand sale Aug. 23, bearing a Sept. 5 issue date.

At the same time, Joseph W. Fall Jr. has been appointed midwestern advertising manager of *Playboy* and *Show Business Illustrated*. Mr. Fall was formerly associate manager of *Life* in Chicago.

'World Tennis' Opens Contest

An all-expense-paid vacation for two for a week's stay at such top resorts as Virginia Beach, Sun Valley, Greenbrier and Puerto Rico, will be awarded to contestants submitting the eight best guesses in a contest sponsored by *Tennis*, New York. Contestants must guess how many tennis balls can be crammed into a Renault Caravelle automobile. Wilson Sporting Goods Co. will supply the official answer. Entry blanks are available through the magazine and all Renault dealers, who are promoting the contest at the local level. Deadline for entries is May 13.

Paschall Joins Gill Agency

L. Benton Paschall has joined Clifford Gill Agency, Beverly Hills, as an associate executive. Mr. Paschall was formerly general manager of KWIZ, Santa Ana.

Pepsi Localizes Its Second Flight of Radio Jingles

NEW YORK, May 2—Pepsi-Cola has been making whoopee across the nation with its new radio jingle.

Spurred by the success of its initial six-week radio schedule ended April 2 (AA, Feb. 13), Pepsi has set a second, heftier flight to run May 27 through Aug. 6. During that time, the company will run 110 announcements weekly across the four networks—ABC, CBS, Mutual and NBC—on a total of 1,113 stations. Such extensive coverage has led Pepsi to boast that it is the "largest user of network radio."

Not to be overlooked are the heavy spot schedules being placed by Pepsi bottlers. To tie in the bottlers' radio ads with the company's efforts, Batten, Barton, Durstine & Osborn has developed a plan of tailor-making local versions of its new national jingle, based on local landmarks and events, for 25 bottlers.

■ Joanie Sommers, who has become Pepsi's singing spokeswoman, also sings the lyrics in all local renditions. One being run by a New Orleans bottler goes:

From Mardi Gras to Sugar Bowl
Cook southern-style or cool Creole
Pepsi's the winner . . . with lunch or dinner
In New Orleans . . . for those who think young

When Jackson Square was Place d'Armes,
The old town lacked that Pepsi charm.
Now, smart homes boast there's . . .
The drink served most there ice cold Pepsi, etc.

Other locales mean other lyrics. Long Islanders are hearing:

From Hampton Shores to Oyster Bay
The tide has turned the Pepsi way.
On all the yachts there, just look at what's there . . .
Now it's Pepsi . . . for those who think young.

Along Long Beach, through Levittown
You'll always see the Pepsi crown.
The folks at Montauk and Babylon talk
Of bracing Pepsi, etc.

■ An unusual aspect of the national campaign includes a series of five one-minute commercials which allow for a 15-second break in the middle for a live public service announcement. Pepsi pays for a full minute ad, but allows for the local cut-in after an eight-bar transcribed introduction to the tune of "Whoopee." The sport jingle begins:

Let's take a look at local sports.
Learn who's done what on field or courts.
So turn the sound up—here's a quick roundup—
Yours from Pepsi . . . for those who like sports.

After the local announcer presents a brief sports roundup, the jingle continues:

You've heard the word on local sport,

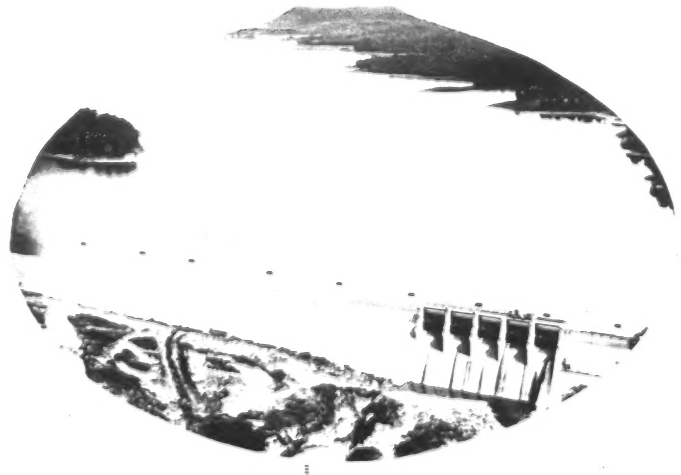
TULSA, THE WATER CITY OF THE SOUTHWEST!

WATER WATER EVERYWHERE, AND TULSA RIGHT IN THE MIDDLE!

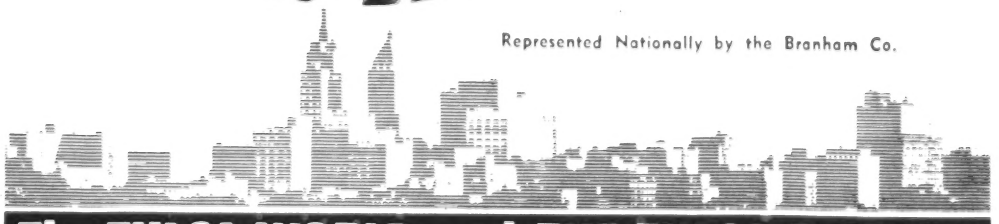
Approximately 20,000,000 people will visit Eastern Oklahoma's water playgrounds this year. Oklahoma's water areas draw more visitors annually than any other inland state in the nation.* Like a magnet, the many lakes surrounding Tulsa draw fun-seekers from every part of the mid and southwest, spending their leisure time **and money** in this rich recreational market. With the completion of the Keystone and Oologah Dams, and the Arkansas River navigation project, Tulsa will be one of the most water-talented cities in the world.

You can completely cover this rich industrial and recreational market with your sales message in The Tulsa World and The Tulsa Tribune.

*U.S. Corps of Engineers



Represented Nationally by the Branham Co.



The TULSA WORLD and THE TULSA TRIBUNE

MORNING ● SUNDAY ● EVENING

PEPPER UP—*Morton Salt Co., Chicago, will introduce its ready-filled pepper shakers, to go along with its Morton Salters, with ads like this in American Weekly, Parade and This Week Magazine during June, July and August. Needham, Louis & Brorby is the agency.*

Now may we add to this report
That on the band stand and in the grand stand
Now it's Pepsi . . . for those who think young.

The active set that's in-the-know
Prefer the cleaner taste, and so
They choose the light one—the bracing bright one,
Now it's Pepsi . . . for those who think young.

■ Pepsi's other "public service" commercials deal with weather, community news, traffic conditions and shopping hints. The rest of Pepsi's jingles promote soda fountain sales, the 16-ounce bottle, and Pepsi in cans, as well as deal with such occasions as after-school pickups, picnics, cook-outs and parties. They include 10, 20, 30 and 60-second announcements. #

Armour Oil Names Canaan

Jack Canaan Inc., San Diego, has been named by Armour Oil Co., San Diego, distributor-retailer, to head its national marketing program. The oil company's interests include retail leased departments in several western and midwestern membership stores. Canaan said $300,000 will be spent for direct mail immediately. The agency has also been named to handle advertising for Gilbert Martin Co., La Jolla developer; Seabreeze Construction Co., San Diego; and Muns Construction.

Da-Lite Names Tri-State

Da-Lite Screen Co., Warsaw, Ind., has appointed Tri-State Advertising Co., Warsaw, to handle its advertising, effective June 1. Lincoln J. Carter Advertising, South Bend, formerly handled the account of the projection screen manufacturer.

Shank Joins Esty as VP

Howard Shank, formerly with Grey Advertising Agency as a vp, creative director and member of the executive committee, has joined the copy department of William Esty Co., New York, as a vp.

Peterson, Percy Elected at Bell & Howell

Peter G. Peterson has been elected president of Bell & Howell Co., Chicago, succeeding Charles H. Percy, who moves up to board chairman and chief executive officer. Mr. Peterson joined the company in April, 1958, as exec vp, coming from McCann-Erickson, where he was assistant to the president.

'New Yorker' Names Two

Stuart N. Spizer, formerly advertising research manager of *Newsweek*, will join *The New Yorker* as manager of market research. Paul O. S. Marden also joined *The New Yorker* as a sales trainee.

Wilke Named Creative Head

Joan Wilke has joined Advertising Counselors of Arizona, Phoenix, as creative director. Miss Wilke was formerly with Tatham-Laird, Chicago.

$2 billion shot you can make blindfolded

Put yourself closer to the sales pin in Georgia's great $2 billion market . . . the Augusta, Columbus, Macon and Savannah trading areas. With a combined daily circulation of 266,213 and Sunday total of 227,653, the Georgia Group papers deliver the coverage and penetration you need and want. And it's one order, one bill, one check . . . and 13% savings on 10,000 lines or more. Call your local Branham man for details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* **MACON** *Telegraph and News*
COLUMBUS *Ledger and Enquirer* **SAVANNAH** *News and Press*
Represented nationally by **THE BRANHAM COMPANY**

THE Polk Market... SIX YEARS LATER

In 1955—after five years of testing-in-use—R. L. Polk & Co. introduced The Polk Market, designed to bring direct mail advertising fully into the family of advertising media.

At that time we announced:

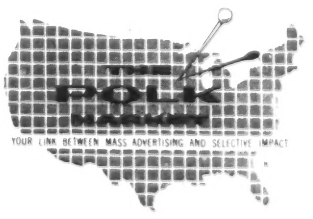
"Effective immediately, standard gross rates and specifications will be established by R. L. Polk & Co., when functioning as the complete publisher, for specific types of direct mail advertising campaigns. These rates will apply equally to the advertisers and agencies concerned and will be fully commissionable to the agency."

Six years later we can report a steady growth in this client-agency-publisher concept of direct mail advertising . . . working relationships between Polk and many* of the country's leading advertising agencies . . . a seven-fold increase in our major commissionable billings.

We also can report, without exception, that when client and advertising agency have agreed to put the agency's full talents — fully compensated — into direct mail, the result has been highly effective advertising benefiting client, agency and consumer.

A Polk man will welcome the opportunity to explain The Polk Market to you.

*Including 9 of the top 12 agencies in national billing.



R·L·POLK & CO.
publishers
431 HOWARD STREET, DETROIT 31, MICHIGAN

NEW YORK • CHICAGO • CLEVELAND • PHILADELPHIA • ST. LOUIS • TRENTON
AND OTHER PRINCIPAL CITIES OF THE UNITED STATES AND CANADA

PHOTOGRAPHIC REVIEW

Becker Dietrich Goodman Harnett Dell Aquila Duncan

NEW SPEA OFFICERS—*Joel Harnett, of Look, was re-elected president of the Sales Promotion Executives Assn. (AA, May 1). Other officers elected were Stanley Goodman, Grayson-Robinson Stores, New York, 1st vp; A. O. Dietrich, industrial products group, Minneapolis-Honeywell Regulator Co., Philadelphia, and J. A. Duncan, S. C. Johnson & Son, Racine, vps; William E. Becker, Robilt Homes, Lakewood, N. J., secretary; and Victor Dell Aquila, Railway Express Agency, New York, treasurer.*

Hudson van Dyke Conant

TASTE TESTING—*Young & Rubicam's Los Angeles office has installed a completely equipped test kitchen to try out client products, test tastes and work on product and recipe development. Taking five from the hot stove are Marilyn Hudson, supervisor of consumer services for Hunt Foods; Avis van Dyke, in charge of the Y&R kitchen; and Evelyn Conant, home economics director of Southern California Edison Co.*

QUARTER CENTURY AGO—*Irwin Zlowe (left), president of Zlowe Co., New York, receives a plaque marking the agency's 25th anniversary from Milton Sutton, vp. The unusual plaque is an abstract composite of typographical elements in actual foundry lock-up form, designed by Joe Goldberg of Zlowe and Bob Farber of Royal Typographers.*

Gross McRoble Peterson Deans Morgan

HAPPY SMILES—*Ex-Lax Ltd., Montreal, and its agency, Cockfield, Brown & Co., celebrate 25 years of unbroken client-agency association this year and the client gave the agency a certificate of membership in the Ex-Lax "25-Year-Club." Shown here are D. R. (Con) McRobie, agency president; F. W. (Fred) Gross, vp and account supervisor since 1942; and J. D. Morgan, account executive, with Ex-Lax execs R. A. M. Peterson, vp of marketing, and Bill Deans, general manager.*

Murphey Ardell Mers Batchelder Kizer
Sorensen O'Ryan Lamdin

NEW LINEUP—*Incoming directors of the National Assn. of Transit Advertising, elected at the 20th annual meeting, are Tom O'Ryan, chairman, and Joseph H. Batchelder Jr., O'Ryan & Batchelder; E. B. Sorensen, Fielder, Sorensen & Davis, vice-chairman; N. Gist Lamdin Jr., Nation-Wide Bus Advertising, treasurer; C. H. Murphey, Chicago Car Advertising Co.; W. D. Ardell, Canadian Car & Bus Advertising Ltd.; and Thomas L. Kizer, California Transit Advertising. Harold B. Mers is president of NATA.*

Jennings McCutcheon Thompson Shun
Kalt Danforth Lauver

NEWEST MEMBER—*Kalt & Lauver Advertising, Tucson, was welcomed as a new member of the Four A's and the Arizona council during Four A's Day at the Phoenix Ad Club. Two of the agency's principals, William D. Kalt Jr., president, and H. Jackson Lauver Jr., secretary-treasurer, flank J. Davis Danforth, former exec vp and BBDO director, who spoke at the meeting. With the trio are Phoenix agency members of the Arizona council: Duncan Jennings and Jack Thompson, Jennings & Thompson; Dave McCutcheon, McCutcheon Advertising; and Ivan Shun, Advertising Counselors, chairman of the council.*

CLIENT LIST—1961

The Adler Company (Div. of Burlington Industries, Inc.)
American Luggage Works, Inc.
Anchor Hocking Glass Corp.
Atlas Finance Company
Baker Laboratories, Inc.
The Otto Bernz Company, Inc.
Capital Finance Corp.
Cleveland Electric Illuminating Co.
Cleveland Hospital Council
The Coca-Cola Bottling Co. of N. Y.
Columbus & Southern Ohio Electric Co.
Columbus Coated Fabrics Corp.
Cortland Line Company, Inc.
Fanta Beverage Co. (A Division of The Coca-Cola Co.) Fanta & Sprite
Federal Enameling & Stamping Co.
The First National Bank of Atlanta
The Flintkote Company
Fram Corporation
The Genesee Brewing Co., Inc.
Gray Drug Stores, Inc.
The Hartford Insurance Group
The International Nickel Company, Inc.
Magnuson Properties, Inc.
Manners Big Boy Restaurants
Mead Packaging (A Division of the Mead Corporation)
The Merchants National Bank
Miraplas Tile Company
National Airlines, Inc.
The National City Bank of Cleveland
National Lead Company
New Idea Farm Equipment (Div. of Avco Mfg. Corporation)
The Ohio Bell Telephone Co.
Orr Industries Co. (A Division of Ampex Corporation)
Outdoor Advertising Incorporated
The Parker Sweeper Company
Porter-Wagor-Russell, Inc.
The Roquefort Association, Inc.
Ryder System, Inc.
Sabena Belgian World Airlines
Sargent & Company
South Carolina State Development Board
Speidel Corporation
The S.S.S. Company
The Standard Oil Company (Ohio)
Storer Broadcasting Company
Switzer Brothers
Textron Inc.
Tidy House Products Company (Div. of The Pillsbury Company)
The Upjohn Company
Van Wagenen & Schickhaus Co.
WAGA-TV
Western Maryland Railway
Westinghouse Appliance Sales, Miami
Worcester Royal Porcelain Co., Inc.

(—and it's only May!)

CLIENT LIST—1955

The Flintkote Company
Globe Automatic Sprinkler Co.
The Hartford Fire Insurance Co. Group
The International Nickel Company, Inc.
National Lead Company
Newport News Shipbuilding & Drydock Company
Sargent & Company
Western Maryland Railway

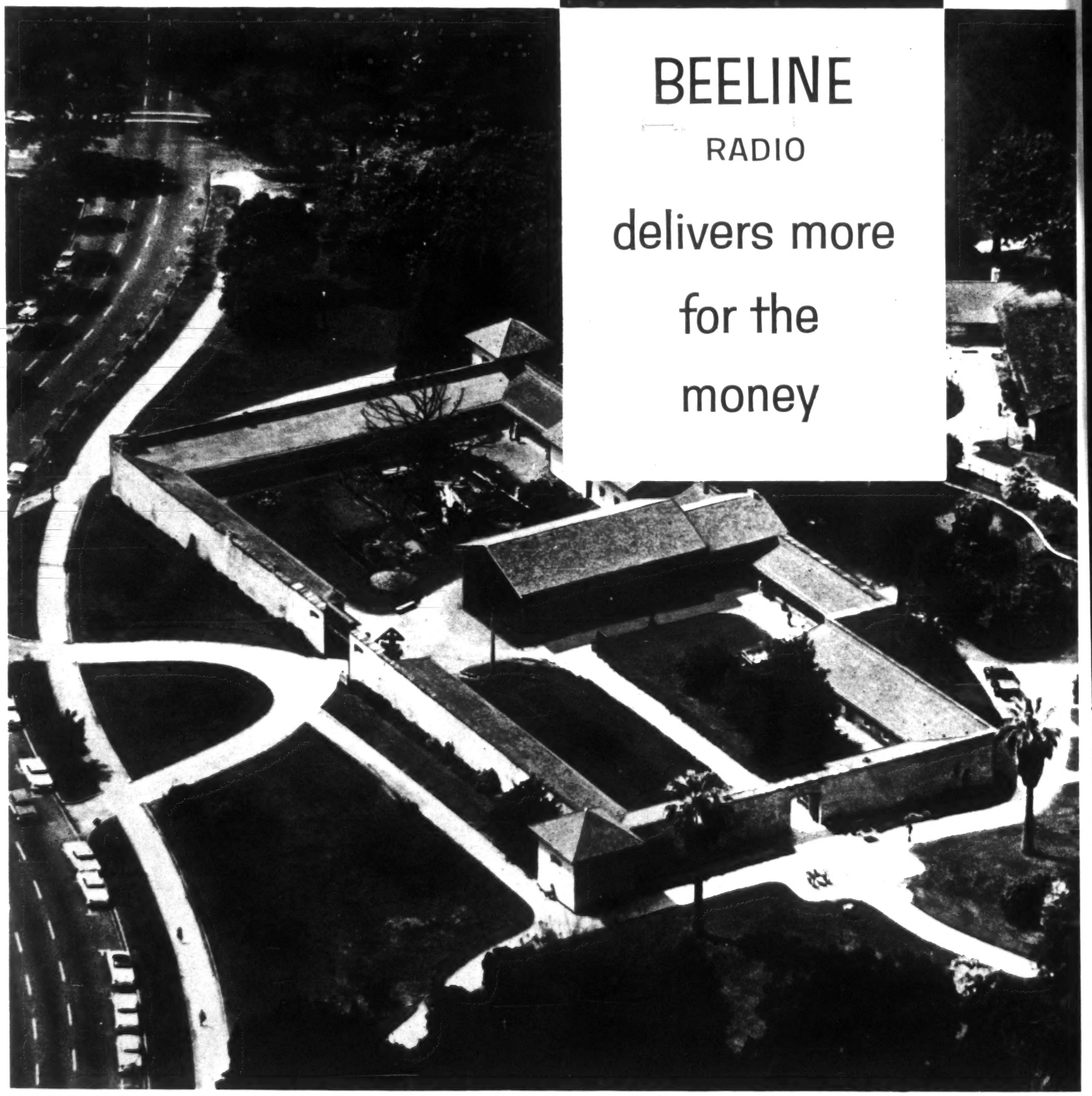
What's so unusual about the climate at McCann-Marschalk that causes growth like this?

Offices in New York, Atlanta, Cleveland, Miami

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE
RADIO

delivers more for the money



Sutter's Fort, today an historical monument, is visited annually by more than 300,000 persons

Sacramento always has been a leader in California history and development. Even in the pioneer days of Sutter's Fort it was the center of an area obviously destined for a great future. Sacramento, today, has fulfilled that early promise and is one of California's most prosperous markets. KFBK, the Beeline station in Sacramento, reaches the listeners who do the biggest share of the buying in this market.

Sacramento is one of the *five* important markets in Inland California and Western Nevada where Beeline stations reach more radio homes than any other combination of stations — *at the lowest cost per thousand.* (Nielsen, SR&D)

Better check the Beeline stations for your next campaign in this vital area.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

Market Data Section

Second Class Postage Paid at Chicago, Ill. Copyright, 1961 by Advertising Publications, Inc.

THE NATIONAL NEWSPAPER OF MARKETING

For Easy Reference . . .

14th Annual List of New Market Data Presented

Here's How to Use It—1,600 Published Pieces Described, Classified

ADVERTISING AGE presents, in the following pages, its 14th annual descriptive list of the available market data issued by media, trade associations and other groups, so that marketing and advertising executives may look over the whole field of published data to determine exactly which data might currently be of interest to them.

The material presented here has been numbered, and ADVERTISING AGE will be glad to handle requests for various items from readers, to simplify the problem of obtaining desired information.

■ Throughout the pages of this section there are coupons, which can be filled out and returned to ADVERTISING AGE, indicating which pieces of market data listed in these pages are desired. ADVERTISING AGE will undertake to forward all requests for data to the publishers of each piece. Fulfilment of these requests, however, rests in the hands of the individual publishers of the data, who undertake to handle all reasonable requests, within the limitations of supply or other conditions which cannot be foreseen.

Most of the material listed in this section is available without charge, but not all of it. In cases where a charge is made, that information, plus the amount of the charge, is included in the listing. *When requesting data for which a charge is made, do not send requests or money to* ADVERTISING AGE. Send requests directly to the publisher or other source offering the material. His address is listed in the AA description. Bills for uch material will be sent to the inquirer by the publisher of the data when he forwards the requested data to the inquirer.

■ For ease of reference, the compilation is presented in eight sections:

1. **National Markets**, embracing all data which covers the nation geographically.
2. **Farm Markets**, covering the farm field specifically.
3. **Regional and Local Markets**, which embraces data covering a particular region or locality.
4. **Distribution Markets**, which covers data relating principally to retailing and wholesaling operations.
5. **Industrial Markets**, covering primarily the capital goods industries (including building and construction), rather than general consumer markets.
6. **Professional Markets**, covering the various professions as markets.
7. **Canadian Market**, which covers all Canadian material.
8. **International Markets**, which covers material dealing with foreign and export publications.

Regional and local data is further classified by state, but not by city. Route lists are grouped separately under "local," so that all available items are in one place.

■ In addition to data presently available, each section also includes a list of "soon to be published" data. These have not yet been released, but are scheduled for early publication. This "soon to be published" list carries numbers, and may be requested through ADVERTISING AGE, but it is primarily presented as a guide for those readers who may be interested in the studies mentioned, and may want to make certain that they do not miss them when they are released.

Although there are over 1,600 individual pieces of market data (*not media data*) listed in this special section, we recognize that the list is by no means complete. For one reason or another, many important pieces of market data

(Continued on Page 50)

Index to Market Data Pages

(For requesting data, use the return cards on Pages 55-56.)

	Page
National Markets	50
Farm Markets	74
Regional, Local Markets	84
Canadian Markets	116
International Markets	116
Distribution Markets	118
Professional Markets	122
Industrial Markets	126

Rapid Recovery Due in '61 Second Half . . .

Arno Johnson Says U. S. Living Standard Can Rise 55% by 1971

Sees $800 Billion GNP by Then, Requiring $25 Billion Ad Output—Double Spending Now

Economist Arno Johnson, who annually presents an analysis and forecast on the U. S. economy for AA's annual market data section, this year prepared his material several months early and presented it at the Federation of Economic Organizations in Tokyo. For that reason, the analysis begins with several interesting references to Japan's economy. But the analysis is primarily a look at the U. S. economy, where it stands and where it is likely to be going. It is reproduced here in its entirety as it was presented in Tokyo, with slight revisions made in recent weeks to bring it up to the minute.

By Arno H. Johnson
Senior Executive and Economic Director
J. Walter Thompson Co., New York

Two great nations—Japan and the United States of America—have envisioned economic goals and productivity levels for the next ten years which must mean a very rapid expansion of living standards for their people. It is this improvement in living standards through increased productivity, and through increased utilization of productive ability, that can greatly expand both domestic markets and world trade and travel in the decade of the 1960s.

In the United States, the anticipated expansion of productive ability to $800 billion of Gross National Product by 1971 means the addition of $181 billion, or 55%, to personal consumption which is a measure of total standard of living of the American people.

Likewise, in Japan, the opportunity for an expansion of production to about $74 billion of Gross National Product implies the *doubling* of the standard of living of the Japanese people by the addition of $22 billion to personal consumption.

World Trade Boom Ahead

These goals mean a total ten-year potential growth of more than $203 billion in the markets for consumer goods and services in these two nations. Now, add to this the potential growth of another $115 billion of personal consumption in Western Europe by 1970 and we have the staggering potential addition of nearly $320 billion to consumer markets in these areas alone in the next ten years—just through improvement in living standards of the great mass of our populations!

This potential expansion of living standards, along with a parallel growth in demand for industrial plant and equipment, private investment and home construction, and for government services can mean a world trade and travel boom of a size and velocity beyond anything we have experienced in the past.

By 1971 the total production of goods and services in the U.S. should grow to $800 billion in terms of June, 1960, prices compared with the $505 billion level in mid-1960. See Chart 1.

Productivity Up 2.4% a Year

$800 billion by 1971 is a conservative measure of total productive ability since it allows for a gain of only 2.4% per year in per capita productivity—a rate of gain no larger than has been demonstrated since the war. Actually, in the 20 years between 1940 and 1960, total physical production per capita (in terms of constant dollars) increased by 59% or about 2.4% per year. Bureau of the Census projections indicate a possible growth of population to 220,000,000 by 1971 from the level of 180,000,000 in 1960.

So $800 billion of productive ability for 1971 should be looked upon as a minimum level for long-range planning. If any allowance were made for an increase in rate of improvement of per capita productivity, the productive ability ten years from now would exceed $800 billion by a considerable amount.

There seems to be quite general agreement among economists that the U.S. productive ability within ten years will grow to somewhere between $750 billion to $900 billion—but in these economic discussions, major emphasis usually is placed on the needs of government and private investment with little recognition of the changed standard of living possible for the mass of the population, or recognition of the critical importance of expansion of consumer markets

BIG IF—*Conditions are ripe for a business comeback in this year's second half, but it may not come off unless advertisers encourage consumers to want and strive for higher living standard, Arno Johnson warns.*

which must continue to utilize nearly two-thirds of total production.

The whole structure of an expanded $800 billion production economy would topple if consumer markets were not expanded to utilize what can be produced. It must be remembered that U.S. government revenues come almost wholly from taxes on corporate profits and individual incomes which are related directly to the level of consumption.

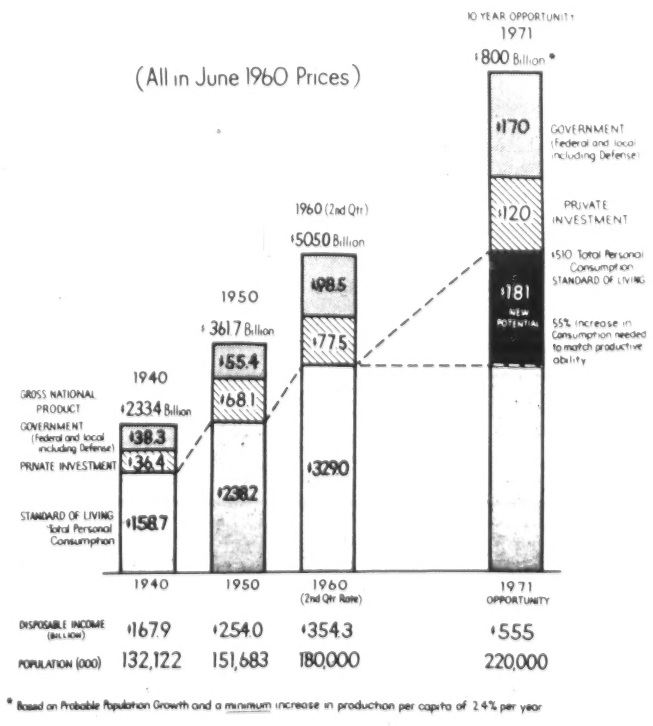
■ Even after allowing for a rapid three-quarters growth in government needs to $170 billion (versus $98.5 billion in the second quarter of 1960), and an expansion of private investment needs from $77.5 billion in 1960 to $120 billion by 1971, there still remains the startling conclusion that personal consumption in the U.S. must be expanded by at least 55% to about $510 billion if we are to match a productive ability of $800 billion.

The velocity of change in living standards of the population needed to match the most conservative estimates of future productive ability nearly staggers the imagination. To add $181 billion to the U.S. standard of living means adding, in the next ten years, on top of the present high level of consumption, the equivalent of the entire growth in

1

$800 Billion U.S. Production by 1971 Adds $181 Billion to Consumer Needs

Opportunity for 55% Higher Living Standards



* Based on Probable Population Growth and a minimum increase in production per capita of 2.4% per year

consumption in the 320 years from the landing of the Mayflower at Plymouth in 1620 to the best prewar year of 1940! Total consumption in 1940 was only $159 billion in terms of today's dollars.

In the 30 years from 1929 to 1959 $175 billion was added to total personal consumption (in 1959 prices), so even taking modern times the U.S. must add as much to consumption in the next ten years as in the previous 30 years if it is to keep up with minimum estimates of production growth.

High Living Standard Includes Education—Not Just Durables

That means rapid changes in markets and in the purchasing habits and consumption desires of people. It means a rapid upgrading of standard of living concepts in all areas that represent improvement.

Population increase alone will not be sufficient to account for the higher consumption. The U.S. population increase up to 220,000,000 by 1971 from the 1960 level of about 180,000,000, can contribute a little over one-third of the needed expansion in total consumption expenditures (assuming today's prices). The remaining two-thirds of the needed expansion in consumer markets by 1971 must come through upgrading and improvements in the per capita living standards and habits. Improvements in living standards refer not just to the durable goods which represent only 13% of personal consumption—but to all areas of family life, including education, religion, cultural interests, health, recreation and better diets.

■ It is improvement in the standard of living that makes markets —both domestically and internationally. History shows that the growth of world trade as well as travel is closely related to rising living standards. And potential increases in these standards in turn are related closely to productivity and improvements in the level of education. In most of the nations, where freedom of initiative is allowed, there is, today, growing evidence of rapidly increasing productivity and rising levels of education of the masses of population which should encourage rapid increases in trade and travel over the next decade.

A measure of the probable velocity of this expansion in world trade can be shown by projecting, as an example, the opportunity for growth in the total market for consumer goods and services in Western Europe by 1970 as compared with the U.S.

West Europe Living Standard Can Jump 62% by 1970

By 1970 total production of goods and services in Western Europe (Organization for European Economic Cooperation member countries combined) should grow to over $450 billion—in terms of U.S. dollars, at February, 1959, prices and exchange rates. This compares with a level of about $190 billion in 1950, in terms of 1959 prices.

$450 billion by 1970 is a conservative measure of the productive ability of Western Europe since it allows for no increase in the rate of gain in productivity per capita over the rate of growth actually shown between 1950 and 1959—no allowance for the acceleration in science and technology and education which surely can be expected.

■ In line with this minimum level of total production in Western Europe ten years hence, the total standard of living in OEEC member countries (total sales to consumers) can increase by 62% over present levels. There should be the equivalent of $115 billion of new sales potential to consumers from $185 billion of personal consumption now and $128 billion in 1950 to $300 billion ten years from now. Rising productivity can supply the purchasing power for such changes.

The standard of living in Western Europe is expected to improve more rapidly than the U.S.—but from a lower base. Per capita consumption in 1950, in terms of 1959 prices, was $1,535 in the United States compared with $467 in Western Europe—a ratio 3.3 to 1. By 1959 this ratio had dropped to 2.8 to 1 because of the more rapid rate of improvement in living standards in Western Europe. By 1970, if both the United States and Western Europe take full advantage of the opportunities for upgrading living standards, the per capita consumption level in the United States could reach $2,150 and in Western Europe $917 and the ratio will have declined to 2.3 to 1.

■ With its newly discovered productive might, Japan has planned a doubling of production by 1970 to over 26 trillion yen—a growth to a Gross National Product of about $74 billion (U.S.A. equivalent at 360 yen per dollar).

Importantly, that goal means an opportunity for a very rapid expansion of living standards of the Japanese people. It means more than doubling the total *domestic* personal consumption of goods and services by the addition of about $22 billion of sales to consumers. And it means the addition of some $16 billion to the annual level of private investment, construction, and government services.

■ With Japan's opportunity for increased production and for improvements in living standards at a much more rapid pace than in the United States or Western Europe, the potential of developing the Japanese domestic market assumes increasing importance. Growth in the per capita consumption of goods and services in Japan can have an important influence of foreign trade and ability to compete in world markets.

The effect of improvements in productivity in the U. S. can be shown in the rapid increase in discretionary spending power which makes possible improvements in living standards above the bare necessity levels.

Discretionary Spending Power Can Grow 89% by 1971

An important factor in changing and expanding markets in the U.S. is the growth in discretionary spending power of the population resulting from increased productivity per capita. See Chart 2.

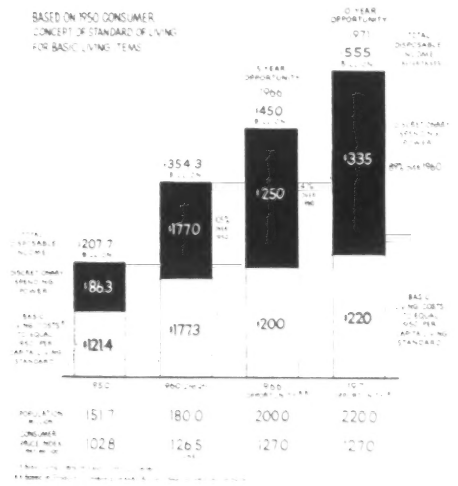
This chart shows that discretionary spending power based on a 1950 standard of living concept grew 105% between 1950 and 1960. It could grow another 89% over 1960 to an impressive total of about $335 billion by 1971 if the U.S. reaches its minimum production opportunity of $800 billion and succeeds in keeping consumer prices reasonably near the present range with an index not over 127. There is a likelihood of a 41% growth in discretionary spending power in the next five years—by 1966.

■ Discretionary spending power is defined here as the surplus spending power over and above what would be required to supply the same per capita standard of living for the basic necessities of food, clothing, and shelter as equivalent to the 1950 actual standard of living after taking into account present prices. The discretionary spending power just since 1950 has increased from 42% of total disposable income after taxes to 50% in 1960, and by 1971 its share of the greatly increased income could grow to 60%.

That means that families moving up to better income groups could take on the greater physical consumption of many products, for example, that was found prewar in similar income groups if they desired. They could, for example, upgrade their diet and their purchase of better quality and better packaged or more convenient foods. The additional purchasing power is there even with higher prices, but the interest and desire has to be created and the mass of the population guided to the achievement of an upgraded standard of living.

2

DISCRETIONARY SPENDING POWER GROWTH
105% IN 1950-1960
OPPORTUNITY FOR 89% FURTHER GROWTH
IN 10 YEARS IN U.S.



people. It means a rapid upgrading of standard of living concepts in all areas that represent improvement.

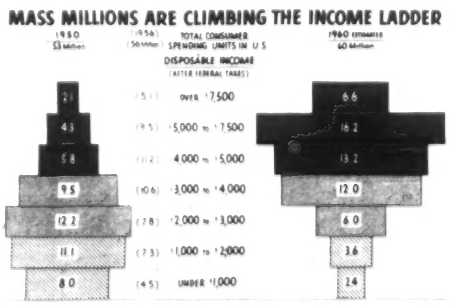
Population increase alone will not be sufficient to account for the higher consumption. The U.S. population increase up to 220,000,000 by 1971 from the 1960 level of about 180,000,000, can contribute a little over one-third of the needed expansion in total consumption expenditures (assuming today's prices). The remaining two-thirds of the needed expansion in consumer markets by 1971 must come through upgrading and improvements in the per capita living standards and habits. Improvements in living standards refer not just to the durable goods which represent only 13% of personal consumption—but to all areas of family life, including education, religion, cultural interests, health, recreation and better diets.

■ It is improvement in the standard of living that makes markets —both domestically and internationally. History shows that the growth of world trade as well as travel is closely related to rising living standards. And potential increases in these standards in turn are related closely to productivity and improvements in the level of education. In most of the nations, where freedom of initiative is allowed, there is, today, growing evidence of rapidly increasing productivity and rising levels of education of the masses of population which should encourage rapid increases in trade and travel over the next decade.

A measure of the probable velocity of this expansion in world trade can be shown by projecting, as an example, the opportunity for growth in the total market for consumer goods and services in Western Europe by 1970 as compared with the U.S.

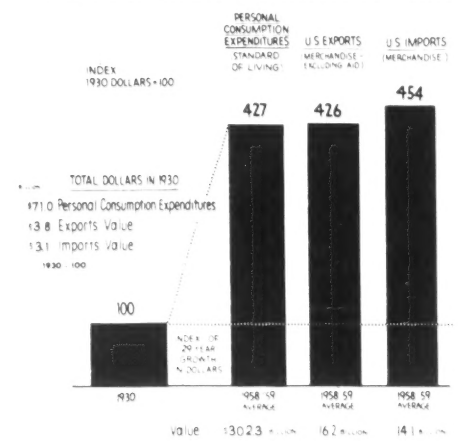
3

MASS MILLIONS ARE CLIMBING THE INCOME LADDER



4

IN LAST 29 YEARS
GROWTH OF U.S. WORLD TRADE
PARALLELED RISE IN STANDARD OF LIVING



The Standard of Living in the United States as measured by Total Personal Consumption Expenditures has had a Major Impact on World Trade. In 29 years 1930 to 1959 Trade Growth Paralleled increase in Living Standards.

consumers.

■ Full utilization of productive ability creates the revenue for both consumption and government needs. $800 billion of production by 1971 should provide about $640 billion of personal income for consumers—an average of $10,000 per household for the 64,000,000 households the U.S. is expected to have in 1971. This average income per family would be about 30% above the average of $7,700 in 1960.

The following table shows how increased productivity could expand personal income and purchasing power over the next decade:

U. S. Productivity and Income

In Current Dollars (not corrected for inflation)	Total Production (Billions)	Personal Income (Billions)	Households (Thousands)	Average Income Per Household (Before Taxes)
1940	$100.6	$ 78.7	34,949	$2,250
1950	284.6	228.5	43,554	5,250
1960 (2nd Quarter)	505.0	404.2	52,610	7,700
Opportunity (in terms of June 1960 prices)				
1961-62	$530.0	$425.0	53,400	$ 7,960
1966 (in 5 years)	645.0	515.0	58,520	8,800
1971 (in 10 years)	800.0	640.0	64,000	10,000

Millions Climb Income Ladder to High Consumption Potential

The rapidity with which mass millions of Americans are climbing the income ladder through increased productivity is illustrated by the breakdown of the consumer spending units by income after taxes in 1950 as contrasted with 1956 and the estimated distribution of families in 1960. The number with disposable incomes of $7,500 increased from 2,100,000 in 1950 to 6,600,000 in 1960, and the group from $5,000 to $7,500 increased fourfold—4,300,000 to 16,200,000—and the net total above $4,000 is estimated at about 36,000,000 in 1960 compared with about 12,000,000 in 1950 and 26,000,000 in 1956.

That means three times as many families now as in 1950 with incomes above the level of $4,000 after taxes where discretion in buying can increase rapidly and where upgrading of desires and concepts of family life could expand market potentials rapidly. See Chart 3.

With the possibility of the average total personal income per household reaching $10,000 ten years from now, the climb upward in income groups will continue to expand the opportunities for upgrading the standard of living by

The rapid movement upward in income groups and real purchasing power could greatly expand the total potential standard of living in the U.S. as the millions of families moving up are educated to take on the present desires and habits of those who now are in the income groups above $4,000.

Rising Living Standards Hike World Trade

The potential growth in living standards in the U.S., Japan, and Western Europe alone in the next decade should add nearly $320 billion to the annual level of personal consumption in these three areas ($181 billion additional in the U.S., $22 billion in Japan, and $115 billion additional in Western Europe). These increases in standard of living in these major markets should bring about even greater increases percentagewise in trade because history shows world trade is quickly stimulated by increases in living standards.

In the 29 years from 1930 to 1959, for example, the growth of U.S. world trade has paralleled closely the rise in the standard of living in the U.S. See Chart 4.

As shown in this chart, the standard of living in the U.S. in 1959 (1958-59 average), as measured by personal consumption ex-

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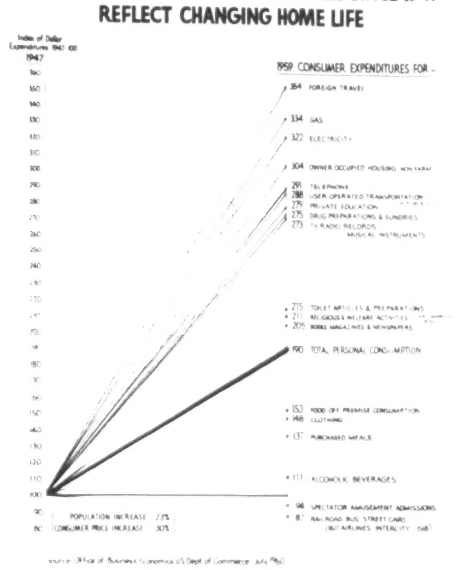
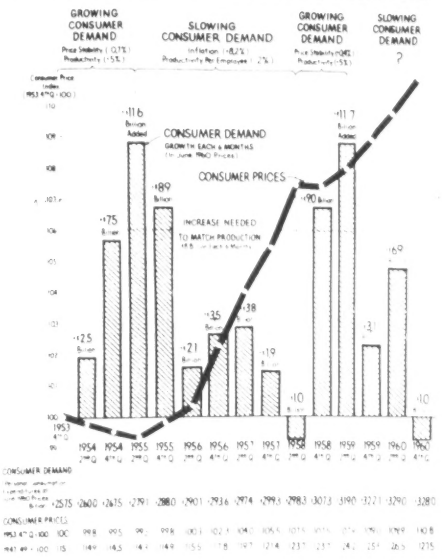
7

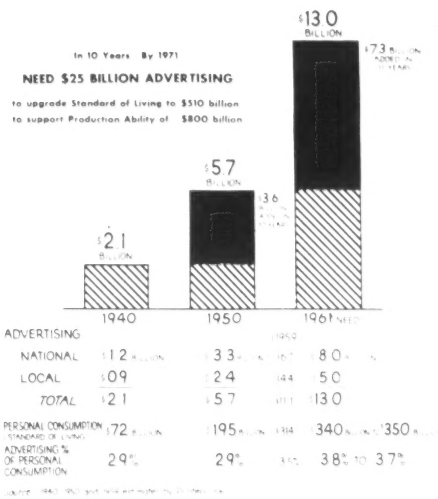
CHANGES IN CONSUMER EXPENDITURES SINCE 1947 REFLECT CHANGING HOME LIFE



INFLATION vs CONSUMER DEMAND SINCE 1953



$13 BILLION ADVERTISING NEEDED IN 1961 TO SUSTAIN ESSENTIAL BETTERMENT OF LIVING STANDARDS



penditures, was over 4¼ times the 1930 level. So, also, in the same period of time, U.S. exports of merchandise grew to 4¼ times and imports of merchandise grew to over 4½ times the 1930 level. These were all in actual dollars not corrected for inflation, but relationships of growth in standard of living and growth in trade would be similar in constant dollars.

This parallel rise in the standard of living and world trade of the U.S. has had an important impact on living standards and trade of other major countries in the world. With an increase in living standards the U.S. expanded even more rapidly as a market for the goods of other countries. Now there is an opportunity for a further rapid surge upward in consumption in the U.S. which can greatly broaden this area as a market.

■ The impact of an increase in living standards on trade is illustrated also by the experience in Western Europe since 1950.

Between 1950 and 1957 total private consumption of OEEC member countries (in constant dollars at 1954 prices) increased 32%. In the same period trade increased *more than twice as fast as the standard of living*—total imports increased 70% and total exports increased 73%.

Approximately half of the total import and export trade of those Western European countries is intra-OEEC. Between 1950 and 1955 the trade between these nations increased 56% while net exports to areas outside OEEC increased 47%, net imports increased 41%, and the total private consumption increased 22%—all in constant dollars. So both internal trade and foreign trade rose rapidly as the standard of living expanded.

Also, the travel market expands more rapidly than a general rise in living standards.

Upward Move in Family Income Can Boost Travel Rapidly

A U.S. government survey shows how travel expenditures, in 1950, varied by families in different income groups. This covers all travel outside of home city, excluding auto expenses. It showed that, in 1950, once family income got above $4,000, expenditures for travel stepped up very rapidly with families in the income group above $7,500 spending 4¼ times as much as the average family.

In 1950 there were only 6,400,000 families in the U.S. with incomes above $5,000, after taxes. By 1956 families with over $5,000 remaining after taxes had grown to more than double that number to 14,600,000. In 1960 the number in this group was estimated to be 22,800,000 or 56% greater than in 1956, and 3½ times the 1950 level. And as we approach an $800 billion level of production in the next ten years—by 1971—there will be further mass movements of families into incomes above $5,000. Average income per household in the United States should reach $10,000 with a production level of $800 billion by 1971.

These millions of families moving up into incomes above $5,000 could greatly expand the total travel market if they were to take on the same ideas, desires, and habits of travel that existed in similar income groups in 1950.

■ Expenditures (other than transportation) by United States residents traveling overseas expanded far more rapidly than total personal consumption expenditures in the United States between 1950 and 1959. And the growth in travel to Japan has far exceeded the rate of growth to other areas.

The potential for foreign travel obviously has been greatly expanded in the last few years by changes in income levels. This new potential can be tapped by lower fares, the pay-later plan, jet transport, and aggressive promotion. And this broadening of travel will stimulate trade and higher levels of living both for the U.S. and the other free nations of the world.

Foreign Travel by Americans May Triple in Ten Years

The total foreign travel potential by United States residents, for example, can be expected to grow about four times as rapidly as the total *real* standard of living. In the last ten years, while the *real* standard of living in the U.S. grew 38% (total 1950 and 1960 personal consumption expenditures in terms of constant dollars with price inflation removed), the actual number of U.S. overseas travelers increased 150%—or about four times as fast.

With a potential further increase of over 50% in the U.S. standard of living by 1971, millions of families will move into income groups where they could well afford foreign travel if they *desire* to do so. On the basis of 1950-60 experience this further growth in standard of living conservatively could increase the number of overseas travelers threefold—to over 5,100,000 compared with 1,700,000 in 1960. Even without any increase in average expenditure per traveler that would mean a threefold expansion of the total foreign travel expenditures by 1971.

In 1950 total expenditures by U.S. residents on foreign travel (including transportation and including Mexico and Canada as well as overseas) were $1.02 billion. It grew to an estimated $2.66 billion in 1960. With an $800 billion U.S. economy by 1971 this total could grow to over $8 billion.

The impact on the free world economy of a growth to $8 billion of foreign travel by U.S. residents can hardly be overemphasized. These 8 billion "scenery dollars" imports would represent the purchasing power equivalent to about 50% of the total U.S. merchandise imports (1958-59 average) or of about 43% of the value of the total U.S. merchandise exports (1958-59 average).

■ An analysis of changes in consumer expenditures of families in the U.S. in the eleven years between 1947 and 1959 showed that while total personal consumption increased 90%, expenditures for foreign travel increased 254% or nearly three times as fast. See Chart 5.

Actually the increase in foreign travel by U. S. residents should and could have increased even more rapidly had sufficient total volume of advertising effort been directed to this market, since travel potential increases rapidly with any movement upward in family income.

Both trade and travel have an important stake in the worldwide opportunities for increased standards of living, for both trade and travel tend to increase more rapidly than the increase in the overall consumer purchases.

Trend to Home, Family Life Hints Higher Living Standard

There is a trend toward increased home and family life in the U.S. that points to pressures for substantial improvement in living standards.

This trend to family life is reflected in the rapid increase in number of families; in a higher percentage of the population being married; in marriages at an earlier age; in an extraordinary increase in the number of children under 10 in our population resulting in more children per family, and a higher percentage of families having children; in a rapid increase in home ownership, and in expenditures for activities of home life; in a movement of population to the suburbs; in the rapid growth of shopping centers and self-service distribution; and in a resurgence of religious worship and church membership as shown by the growth of 46% in church membership from 1947 to 1959 while population was increasing 23%. In the same period consumer expenditures for religious and welfare activities jumped 111%.

■ The change toward family living, even since 1947, is reflected in the trend of consumer expenditures in the U.S. Those items having to do with family living have gone up since 1947 considerably more than average whereas expenditures for other types of items like spectator amusements have declined even though purchasing power is much higher. See Chart 5.

The U.S. since 1953 has definitely entered a consumption-oriented economy where more and more emphasis is being directed to improvement in living standards. Even though the present standards in the U.S. are high relative to many other areas of the world there is increasing recognition that they could be vastly upgraded for the mass of the population without being excessively luxurious—and that expansion of demand can stimulate the increased productivity for profitable expansion of production.

■ In the present U.S. consumption-oriented economy where there is a condition of rapidly growing excess of productive capacity, and rapid improvements in technology and in efficiency of tools of production it becomes increasingly urgent to promote an adequate growth of consumption. Otherwise the productive facilities and the labor force cannot be utilized to their best efficiency. Without efficient use of productive facilities the unit cost may rise, corporate profits fall, and inflationary price pressures arise.

The past seven years have demonstrated how essential it is to have a growing consumer demand—a consumption growth to keep pace with increases in productive ability and capacity. Unfortunately, following the wartime economy of shortages, there was wide acceptance of the old theory that demand and purchasing power must be curtailed to avoid inflation. This originally was based on the belief that inflation is caused by "too much money chasing too few goods." It often was declared that excessive demand was the basic cause of inflation.

Actually experience of the U.S. in the past seven years—1953 to 1960—would indicate that when there is no real shortage of supply of goods, and when there is excess productive capacity, any slowdown in demand lowers productivity, increases unit costs, and creates pressures for price rises to protect profits. Thus, slowing demand can be inflationary. See Chart 6.

■ In the period of *rapidly growing real consumer demand* from the middle of 1954 to the end of 1955, for example, when an average of approximately $9.3 billion was added each six months, over-all productivity per employe increased and the index of consumer prices declined slightly from the level at the end of 1953. (Real personal consumption figures used are based on constant prices—June, 1960, prices.)

In the following period of slowdown in 1956 and 1957 through the second quarter of 1958, characterized by tight money policies designed to stop inflation, the growth in consumer demand was far below the amount needed to match productive ability—an average growth of only $2.1 billion added every six months as against a needed growth of $8 billion for each six months. This was a period of lowered productivity accompanied by serious *price inflation* with consumer prices rising over 8%.

■ Monetary policies were changed in November 1957 to encourage rather than dampen consumption so that, in the second half of 1958 and the first half of 1959, the U.S. enjoyed again a rapid growth in consumer demand—averaging $10.4 billion added every six months. With this resurgence of consumer demand the productivity per employe jumped and consumer prices stabilized for over a year. But once more monetary policies to "stop inflation" again were expanded throughout 1959 with the cost of money reaching a peak in December 1959 and January 1960. The second half of 1959 showed a slowdown in growth of consumer demand to an addition of only $3.1 billion, and a resumption of price inflation followed.

■ The slowdown of consumption continued throughout 1960 with an average gain of less than $3 billion each six months—well below the $8 billion growth needed each six months for efficient utilization of expanded capacity or for full employment. And, with this slowdown in demand becoming quite pronounced in the fall of 1960, consumer prices reached an all-time high in December 1960, with an index estimated at 127.5.

When consumption growth slows down below the levels needed for efficient use of expanding produc-

tivity, increased unit costs and a squeeze of profits in all areas of production, distribution, and services. This can have a serious effect on government revenues as witness the U.S. federal budget deficits of $4.2 billion in fiscal 1955 following the 1954 slowdown and of $2.8 billion in 1958 and $12.4 billion in 1959 following the 1957-1958 slowdown. The 1960 slowdown, with its squeeze on corporate profits and individual incomes, may cut federal revenues severely in 1961-'62 and contribute to another probable deficit.

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Make Your Give-Away or Premium Offer a Perfect Shoot

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Vigorous Recovery Seen in 1961 Second Half; Must Whet Wants

There now, however, is a real opportunity in the U.S. for a renewal of rapid inprovements in living standards in 1961-62 following the 1960 slowdown in business. There has been accumulated, since 1956, a backlog of *$40 billion of consumer latent need and demand* —the growth in total personal consumption which should have taken place in the last five years to keep up with expanding productive ability as shown in Chart 6. The $40 billion backlog of consumer demand would, in itself, be enough for a 10% expansion in consumer sales over the 1959 level of $314 billion to a possible $450 billion or more in 1961-62.

Definite easing of monetary restrictions from mid-1960 should help encourage the resumption of satisfactory increases in consumption starting sometime in 1961. Considering the eight to twelve-months lag in effect of monetary changes on ultimate demand, and the backlog of purchasing power we now have, *business in the United States could recover vigorously after the second quarter of 1961.*

But this recovery in 1961 and realization of the full potential growth of the next decade will be dependent in an important degree on the extent to which the consumer is encouraged to want and to strive for an upgraded standard of living.

$13 Billion Advertising Needed in '61; $25 Billion in '71

In ten years, from 1940 to 1950, total advertising influence directed to consumers in the United States grew by $3.6 billion from $2.1 to $5.7 billion (including both national and local advertising). The 1959 total was estimated at approximately $11.1 billion. Thus, in nine years, from 1950 to 1959, another $5.4 billion of advertising influence on the consumer was added—an increase of 95% from the $5.7 billion in 1950 to an estimated $11.1 billion in 1959. That's nearly six times the prewar total. See Chart 7.

An important part of this increased advertising influence in the U.S. has been educational effort on the part of manufacturers and processors to change people's habits and to expand the sales of new or improved products.

Total advertising of about $13 billion or 17% above the 1959 investment may be required to encourage the needed increase in living standards to between $340 and $350 billion of personal consumption in 1961.

■ In relation to the standard of living (total consumer expenditures for all goods and services) advertising influence has increased from 2.9% in 1950 to 3.5% estimated in 1959.

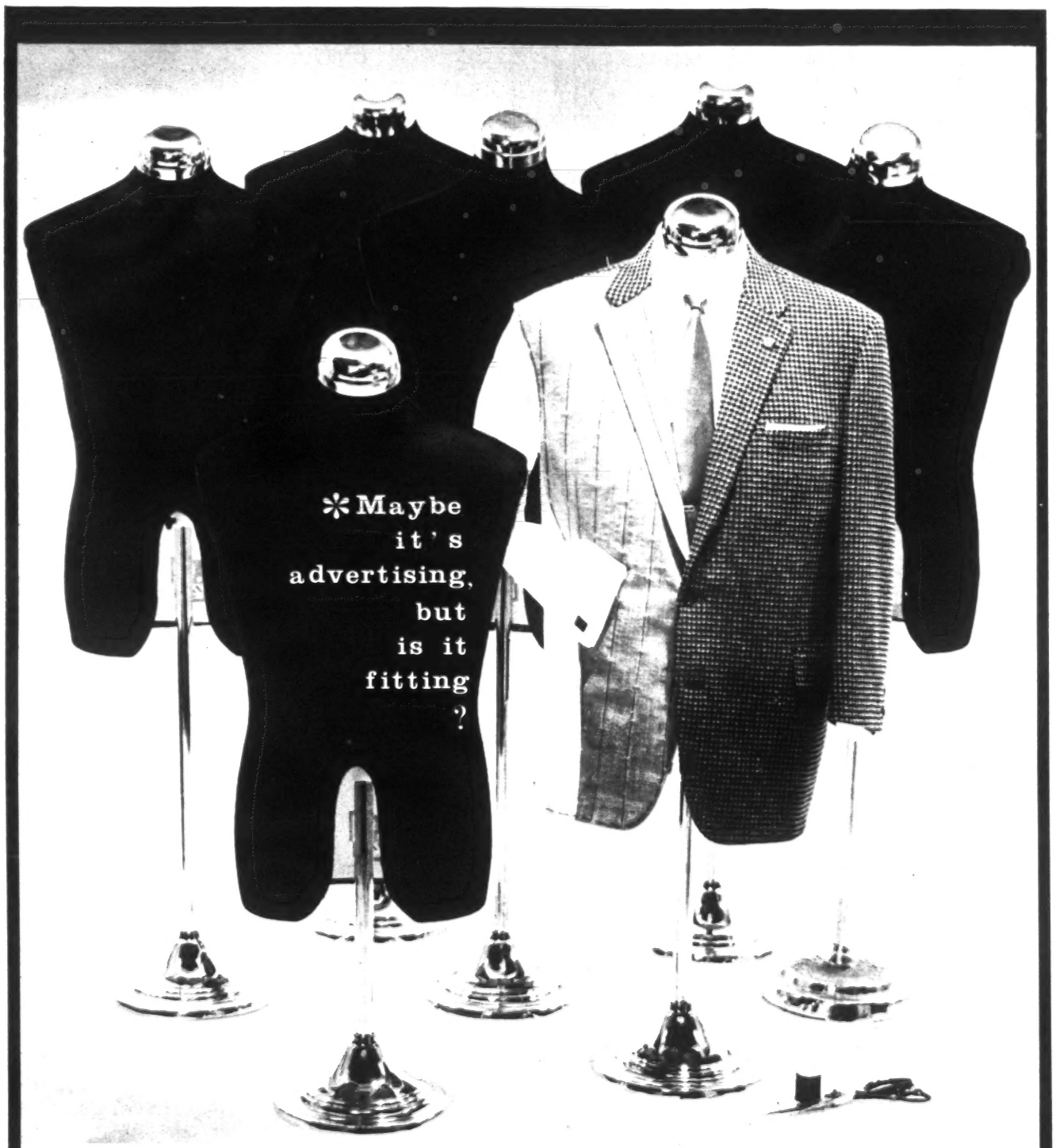
With the growth in productive ability and the need for expanded demand to utilize this productive ability, there has developed an increasing understanding of the educational value and sales stimulus of advertising. As people move up in income groups through increased productivity they will not immediately take on the same concepts of a standard of living or of diets as those who already are in these better-income groups. There is a "Habit Lag" based on past training and experience. Advertising is a powerful force in overcoming or shortening this "Habit Lag."

Advertising is growing rapidly in recognition and acceptance as a powerful educational and activating force that stimulates improvements in living standards.

■ In its educational influence, advertising *expands total markets* as well as speeds up the sales and turnover of recognized brands of

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) has been omitted from this issue to provide space for the large volume of market data. All of the usual features will be back in their regular places next week.



*Not many well-dressed businessmen would buy a suit unless it were tailored to a perfect fit. Yet some (but not our clients!) will dust off a ready-to-wear advertising campaign, have it taken in a little here and let out a little there, and then wonder why their product is not winning attention!

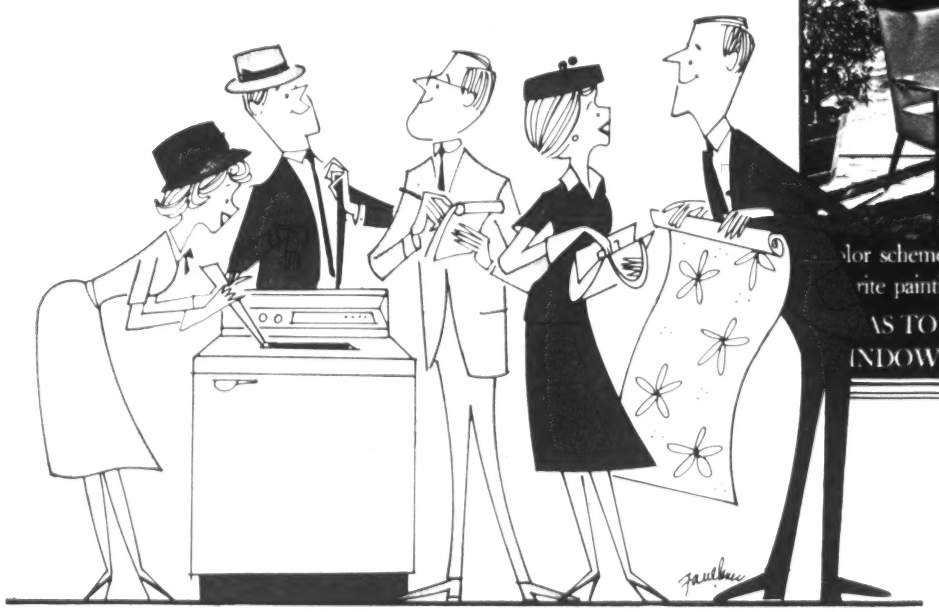
*Every Dentsu campaign is tailored precisely to the tastes of the Japanese market, not merely to the more obvious specifications of the product. We employ 160 qualified research personnel who can call on the services of more than 10,000 (that's right) field workers in any one month, who know that their measurements are checked and double-checked. Step by step the assembled data on market and media is tacked into place until the complete fabric of the campaign has been built up as only the experts know how. For advertising that is fitting, check first with Dentsu.

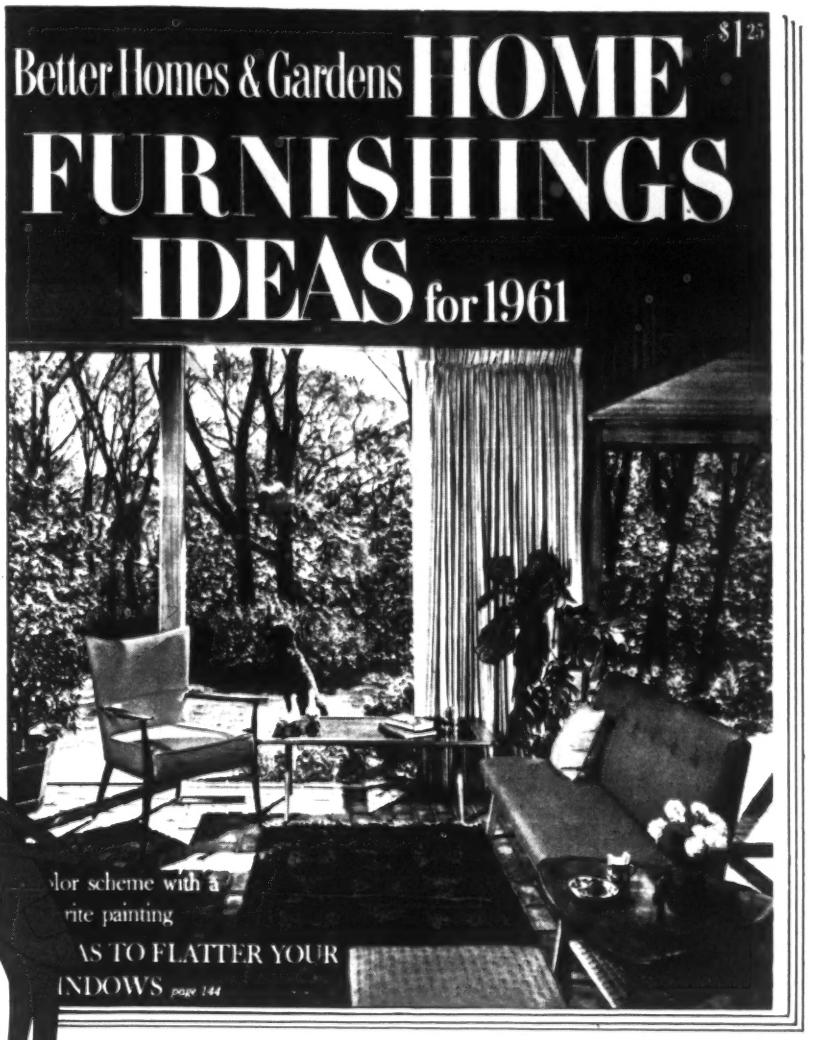
• NEWSPAPER • MAGAZINE • RADIO • TV • PR • P-O-S
• DM • OUTDOOR • TRANSIT • MARKETING • RESEARCH

DENTSU ADVERTISING LTD.

Head office: Nishi-Ginza, Tokyo Cable Address: "DENTSU TOKYO"
New York office: Time & Life Bldg., 1271 Avenue of the Americas, New York 20, N.Y.

How to catch your customers in a buying mood!





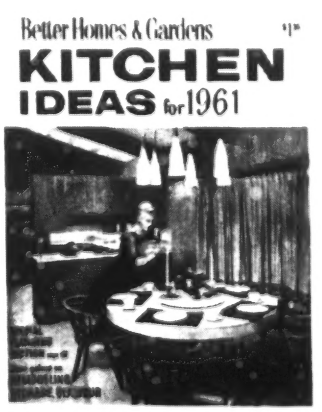
Publisher's estimate, 1962 issue: 475,000
Actual net paid, 1960 issue: 549,481
Next issue closes July 14, 1961
On sale September 21, 1961

Talk to them through the pages of Better Homes & Gardens Idea Annuals. The men and women who have paid good money for any of these six annuals are looking for ideas they can act upon—ideas that will help them get what they need for happier living. They expect to find these ideas—exciting, attainable ideas—presented by the editors of BH&G's Idea Annuals. And when they do, they're ready to buy.

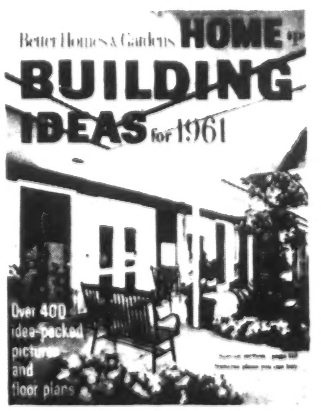
Isn't this *exactly* the right climate for telling what *you* have to sell that they want to own?

Publisher's est., 1962 issue: 180,000
Actual net paid, 1960 issue: 201,565
Closes: June 15, 1961
On Sale: August 22, 1961

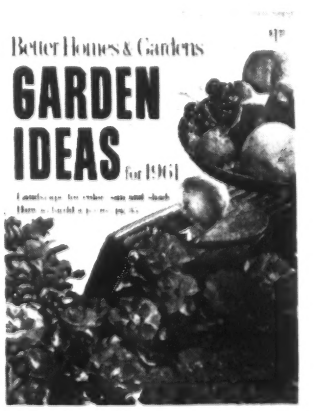
Publisher's est., 1961 issue: 600,000
Actual net paid, 1959 issue: 615,906
Closes: August 15, 1961
On Sale: October 19, 1961



Publisher's est., 1962 issue: 225,000
Actual net paid, 1960 issue: 244,937
Closes: October 16, 1961
On Sale: December 21, 1961

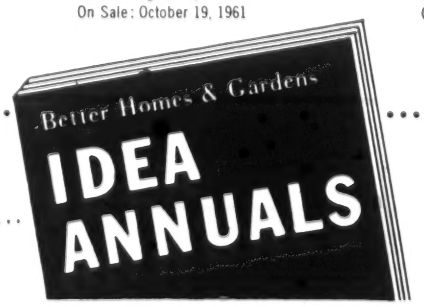


Publisher's est., 1962 issue: 185,000
Actual net paid, 1960 issue: 226,102
Closes: November 15, 1961
On Sale: January 18, 1962



Publisher's est., 1962 issue: 135,000
Actual net paid, 1960 issue: 155,373
Closes: December 15, 1961
On Sale: February 20, 1962

SIX SPECIALIZED SALES IMPROVERS...



MEREDITH OF DES MOINES

...America's biggest publisher of ideas for today's living and tomorrow's plans

When VOGUE opens its readers' eyes to a real fashion change in the beauty world . . . millions of women open up their pocketbooks to effect that change. Take this case in point: VOGUE began talking about the possible uses of gold eye shadow some two years ago, opened

Vogue alerts

up to women the limitless possibilities of colours that could go on eyes; opened up possibilities that broadened beauty makers' lines to dozens of shades of eye make-up. VOGUE's gold make-up story put a multi-amount of gold in many industries' pockets—including retailers, case makers, ingredient makers. The point isn't just eye make-up. The point is how a fashion idea can start a great dollar surge. It can start it for any product or service that can be sold by fashion...and the best place to start has always been and always will be VOGUE, a Condé Nast Publication, 420 Lexington Avenue, New York 17

...awakens...avalanches fashion

VOGUE

the magazine that puts fashion in motion

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

goods and services. This is a concept that may not be generally accepted yet in academic circles—but, it is most important because the expansion of total markets and the upgrading of concepts of needs can influence the whole economy of the free world.

To sell the volume of goods and services necessary to support an $800 billion level of production in the United States by 1971 could well require about $25 billion of total advertising—or about double the present! That would represent about 5% of the standard of living, measured by personal consumption of $510 billion.

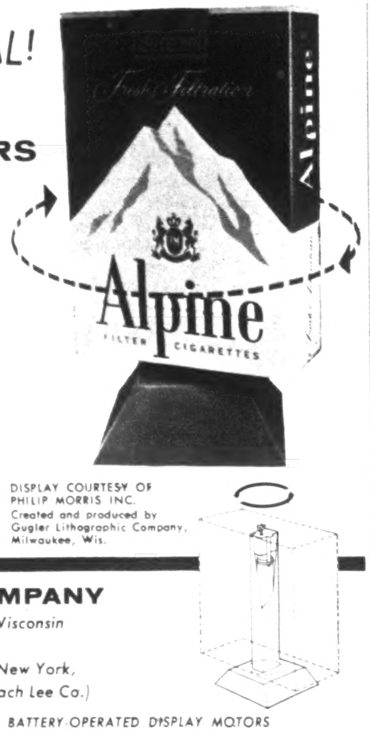
■ In summary, the United States today is in a very favorable position to build a rapid economic recovery in fiscal 1961-62, and to have better than a 50% growth in its total consumer and industrial markets in the next decade—by 1971.

An increasing velocity of change is to be anticipated over the next few years in markets and distribution. Rapid changes will take place in purchasing power, population, education, and standard of living.

It becomes increasingly evident that the consumer and his standard of living is the key to continuation of domestic growth, and to growth in world trade.

Changing the habits and desires of millions of people will require increased creativeness in marketing and intensified educational and selling effort against increased competition.

SMOKE SIGNAL!
HANKSCRAFT DISPLAY MOTORS sell Alpine Cigarettes



This giant-size revolving cigarette pack keeps Alpines moving off the shelf. It is animated by a Hankscraft rotary pole motor powered by two ordinary flashlight batteries. No outlets needed. The display sets up in seconds—anywhere!

ENGINEERING SERVICE
for animating displays of all sizes, AC-powered or battery-operated. Send dummy to

DISPLAY COURTESY OF PHILIP MORRIS INC.
Created and produced by Gugler Lithographic Company, Milwaukee, Wis.

HANKSCRAFT COMPANY
Display Motor Division, Reedsburg, Wisconsin
Sales offices in these principal cities:
Chicago, Philadelphia, Minneapolis, New York, Toronto (Ontario), San Francisco (Erlach Lee Co.)
WORLD'S LARGEST MANUFACTURER OF BATTERY-OPERATED DISPLAY MOTORS

Consumer Purchasing Power Hits Record High in 1960

Conditions, however, are favorable for these changes by 1971. Mass millions in the United States are moving up to better income groups with greater discretionary spending power and increased ability to improve living standards. There is a trend to family life and larger families. An unusually large number of young people will reach the family-formation stage. Significant changes in educational levels can help acceptance of better living. And population shifts to urban and suburban areas will change living standards.

Consumer purchasing power late in 1960 was at an all-time high. The total personal income level of $409.5 billion in October 1960 was $25.2 billion, or 6½% higher than in 1959, in spite of the slowdown. Disposable personal income after taxes reached $357.5 billion in the third quarter of 1960, or $19.0 billion above the level of the third quarter of 1959. At this level the total *real* purchasing power, after correction for price changes, was $54.5 billion, or 18%, above 1955. Even on a per capita basis *real* purchasing power was 8½% above 1955, which has been thought of as a boom year in sales opportunities.

■ At the end of 1960, the United States had a $40 billion backlog of consumer needs and latent demand which, if activated into insistent sales demand could create a *10% increase in sales in 1961-62.* That kind of increase in sales is essential to keep up with productive ability and to hold inflation in check.

Business needs now to have the courage and vision to expand selling efforts so that the level of consumer buying can be brought back in line with the potential growth of productive ability and capacity. The present high level of consumer discretionary spending power points to the opportunity for efficient increased marketing effort to pay off in profits, as well as to aid the whole economy.

Economists in the '60s must recognize that they are dealing with a dynamic and expanding era of opportunity both in the United States and other free nations of the world—an era in which more and more emphasis will be on the creative type of marketing thinking that *expands total consumption*—hence expands the standard of living of the people in line with their growing productive ability. ≠

ONE SINGLE GROCERY MARKET!

SCRANTON·WILKES-BARRE·HAZLETON	$189,011,000
ROCHESTER	$186,163,000
GARY-HAMMOND-E.CHICAGO	$185,379,000
PHOENIX	$185,170,000
FORT WORTH	$182,501,000
HARTFORD	$182,287,000
SAN ANTONIO	$180,862,000
SYRACUSE	$174,509,000
AKRON	$165,315,000
BIRMINGHAM	$163,101,000
MEMPHIS	$162,363,000
NORFOLK-PORTSMOUTH	$161,347,000
SACRAMENTO	$160,306,000
YOUNGSTOWN-WARREN	$156,343,000
SPRINGFIELD-HOLYOKE	$154,142,000
TOLEDO	$152,056,000
* ALLENTOWN-BETHLEHEM-EASTON	$144,009,000

3rd IN PENNA.
39th IN U.S.A.
FOOD STORE SALES
SRDS CONSUMER MARKETS JAN. 6, 1961
SCRANTON WILKES-BARRE HAZLETON SHOWS AN INCREASE OF MORE THAN $20,000,000 FROM JULY 1, 1959 TO JULY 1, 1960

A PULITZER PRIZE WINNER
Editor & Publisher 1st AWARD 1 Color & Black
The Scranton Times
SAWYER - FERGUSON - WALKER COMPANY, INC., National Representatives
NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ATLANTA • LOS ANGELES • SAN FRANCISCO

14th Annual List of New Market Data Presented

(Continued from Page 43)

material are not listed here, principally because we have listed only such material as the individual publishers have authorized or requested us to list. Nevertheless, the compilation is by far the largest and most complete of its kind ever assembled, and we hope it will prove of real value to the field.

NATIONAL MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers of the material.

1000. *25th Annual Grit Reader Survey* 1960.

A 117-page, spiral bound volume issued by *Grit* reports on the brand preferences of small town families. It is based on 16,619 replies to a questionnaire. It tells which brands sell best among *Grit* families in the following qualifications: Automotive, drugs and cosmetics, grocery, home equipment and tobacco and also covers life, health and hospital insurance carried, occupations, earnings, telephones, cat and dog ownership and brands of dog foods used.

1001. *Lower-Middle Class Women Consumers.*

This is a 29-page report on women consumers in the lower-middle and upper-lower class who comprise 65% of the population and their importance to national advertisers. A line chart of the U.S. female population by age groups from 1939-'70, based on U.S. Census figures, is included. It is published by Dell Publishing Co.

1002. *Analysis of Toilet Paper Consumption.*

Dell Publishing Co. tackles a sensitive subject in this report on the toilet tissue market in order to show the dominant role played in the purchase and use of toilet paper by women, who are the readers of Dell's romance magazines. The report presents arguments and figures demonstrating that not only do women figure prominently in the purchases of this item but also use more of it than men. The report includes figures supplied by the War Department on the per capita issue of toilet paper by the quartermaster corps for GIs and WACs and applies these figures to arrive at total monthly toilet paper consumption for 22 major housewife-read magazines.

1003. *The Boom in Skiing.*

Skiers' ages, occupations, income, auto ownership, ski vacations, and ownership or intention to buy skiing equipment and ski clothes and beverages consumed while skiing are covered in a report based on a 60% return on 1,000 questionnaires mailed out to subscribers to *Ski Life*, as tabulated by Benson & Benson, a market research company.

1004. *Money Spent on Pet Foods and Other Food Items.*

This sheet shows in graphic form what part of a dollar consumers spend on canned soups, canned juices, canned milk, baby foods, dressings and spreads, prepared flour mixes, condiments, ready-to-eat cereals, margarine and tea for every dollar they spend on pet foods. The sheet is issued by *Petfood Industry*, which covers this $500,000,000 market.

1005. *Packaging Requirements of the Pet Food Industry.*

A reprint from the April, 1960, issue of *Petfood Industry* outlines the pet food industry's potential as a market for package manufacturers. Figures are given on the use by the pet food industry of metal cans, corrugated cartons, multiwall bags, small bags and folding boxes.

1006. *The Doctor's Wife Market.*

A booklet gives figures on the annual income of doctors' families (90% have an income of $10,000 or more); car ownership; stock ownership; airline travel; savings; life insurance; major appliances; movie cameras; and liquor use. The report is issued by *The Doctor's Wife*, which covers about 80% of this market.

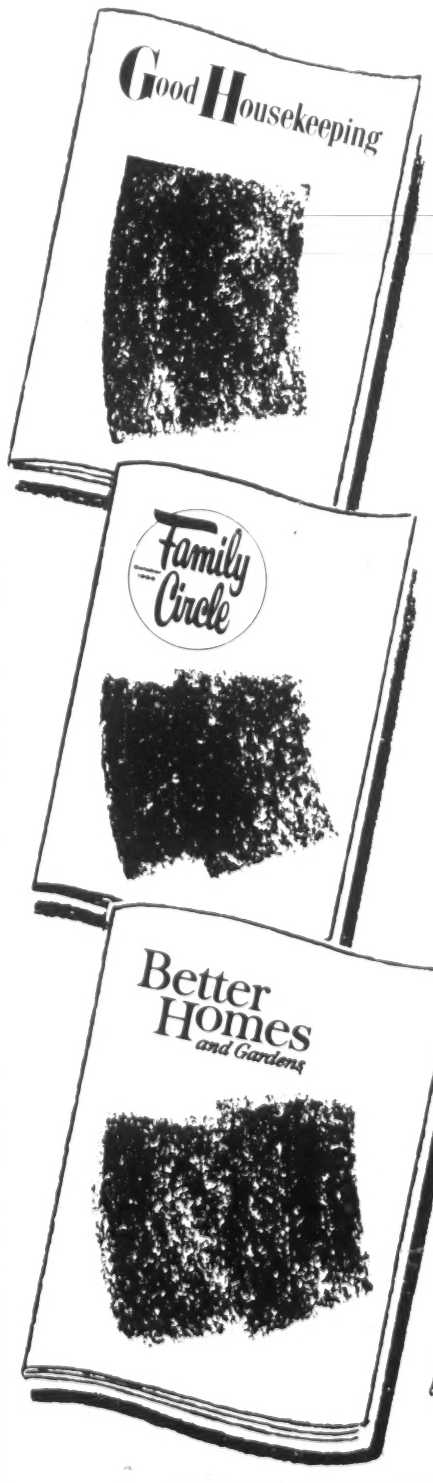
1007. *Male Youth Market.*

This is a study of the male youth market through the audiences of *Boys' Life*, *Life*, *Look*, *The Saturday Evening Post*, *Senior Scholastic*, *Junior Scholastic* and *Scholastic Roto*. It covers purchase and buying influence of 37 products oriented toward youth sales (such as bicycles, shortwave radios, musical instruments, sports equipment, etc.); advertising response; vital statistics; living standards; and family socio-economic status of readers of each of the seven magazines. It is published by *Boys' Life*.

Are You A Perceptive Adman?

•

AMONG THE MAGAZINES USED BY FLEISCHMANN'S ARE . . .



AND OF COURSE . . .

TURN PAGE AND SEE HOW PERCEPTIVE YOU ARE . . .

Warm welcome—right from the oven!

Frosted Pineapple Squares

"I think you'll enjoy baking with yeast—I do," says Mrs. Gesell, top yeast winner at the Iowa State Fair

"Folks love the refreshing taste of golden pineapple . . . and the warm crumbly cake I make with Fleischmann's Yeast,"

says Mrs. Raymond Gesell, who won the new Gold Ribbon for the best yeast baking at Iowa's big State Fair. "It's so easy. There's no kneading and just one rising right in the pan. "So *good* too—with the wonderful flavor only *yeast* can give. Be sure to use Fleischmann's Active Dry Yeast. It's so fresh and fast rising . . . does me proud every time I bake."

YEAST BAKING TIPS

1. Very warm water is comfortably warm to the touch—not quite hot. Use warmed bowl to prevent temperature drop.
2. For perfect rising, set the covered bowl in an unlighted oven with a pan of hot water on the shelf below.
3. To seal edges pinch overlapped edges together and fold under slightly.

Try my recipe . . . it's easy and different!

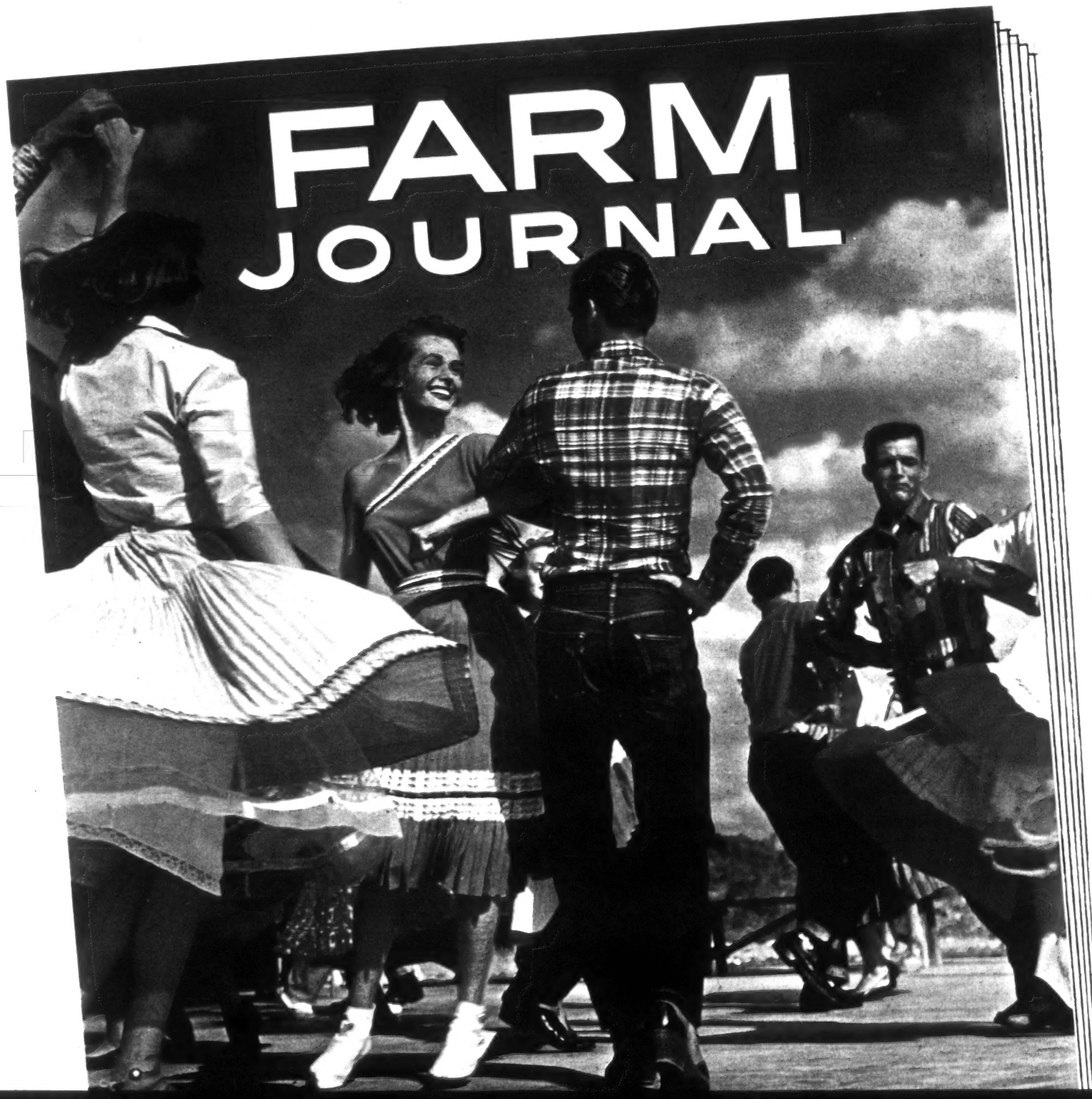
FROSTED PINEAPPLE SQUARES

½ cup sugar
3 tablespoons cornstarch
¼ teaspoon salt
1 egg yolk, lightly beaten
1 (1 pound 14 ounce) can pineapple chunks, undrained
⅔ cup milk
1 teaspoon sugar
1 package Fleischmann's Active Dry Yeast
¼ cup very warm water
4 egg yolks, lightly beaten
4 cups sifted flour
1 cup (2 sticks) Fleischmann's Margarine

Mix ½ cup sugar, cornstarch, and salt in saucepan. Stir in egg yolk and pineapple chunks. Cook over medium heat, stirring constantly, until thick and smooth, about 7 minutes. Cool to lukewarm while preparing dough. Scald milk; add 1 teaspoon sugar; cool to lukewarm. Dissolve Fleischmann's Yeast in very warm water; add to milk mixture. Stir in beaten egg yolks. Measure flour into large bowl. Cut margarine into flour using pastry blender or 2 knives until mixture resembles coarse meal. Stir in yeast and milk mixture; blend thoroughly. Dough will be soft and moist. Divide dough in half. Roll one half out on floured board to fit bottom of a jelly roll pan and overlap edges, about 16 x 10 inches. Spread with cooled pineapple filling. Roll remaining dough large enough to cover filling. Seal edges. Snip top of dough with scissors to let steam escape. Cover; let rise in warm place, free from draft, until doubled in bulk, about 1 hour. Bake at 375°F. (Mod.) 35-40 minutes. Frost with confectioners' sugar icing. Serve warm.

ANOTHER FINE PRODUCT OF STANDARD BRANDS INCORPORATED

PERCEPTIVE **FLEISCHMANN'S** ADMEN CHOOSE . . .



because farm families are big supermarket customers

How big? Farm families spend an estimated $3.5 billion for food products in retail stores each year. This is the equivalent of all the food products purchased in Chicago, Los Angeles, Manhattan and Philadelphia. That's one of the reasons why leading food advertisers, like Fleischmann's, buy FARM JOURNAL—the biggest, most influential magazine in the country.

PERCEPTIVE admen
pick RECEPTIVE audiences

FARM
JOURNAL

Use Return Cards in Requesting Data

(See Pages 55-56.)

1008. *Boys' Hobbies, 1960.*

A 12-page brochure prepared by *Boys' Life* with the cooperation of manufacturers in the hobby industry provides information on boys' purchase and use of hobby items. It covers models and accessories; electric trains and accessories; crafts; science projects; and dry cell batteries. It also covers frequency of use of hobby items and kinds of stores where purchases are made.

1009. *Boys' Typewriters and Pens, 1960.*

Boys' Life has issued a 12-page brochure which covers boys' purchase and use of typewriters, fountain pens and ballpoint pens. It gives information on the amount of time spent typing; features preferred in typewriters; and family use of typewriters. The respondents also expressed their preferences for various kinds of pens, types of pen points and length of time they owned their present pen.

1010. *Youth Market Newsletter.*

A monthly newsletter prepared for advertising agencies and companies interested in the youth field is offered by *Boys' Life*. It contains information on new promotions, surveys, government statistics and trade information pertaining to youth.

1011. *Scouting Magazine Reader Survey of Insurance Ownership.*

A booklet by *Scouting Magazine*, the adult publication of the Boy Scouts of America, covers its 1,250,000 readers and their ownership of insurance, mutual funds and investments, business and vacation travel and credit card use and their participation in group medical programs, travel or common carrier insurance, accident insurance and ownership of family insurance policies.

1012. *Ages of Boy Readers of Youth Publications and the Mass Magazines.*

This folder, prepared by *Boys' Life*, provides an age breakdown of the readers of *Boys' Life* and six other publications: *Junior Scholastic, Senior Scholastic, Scholastic Roto, Life, Look* and *The Saturday Evening Post*. Included are breakdowns for total boy readers 10 to 17, a breakdown by individual ages and the estimated boy circulation for the youth publications.

1013. *Where's Everybody Going?*

This is a report of the shift in population, effective buying income, retail sales and food and drug sales from the city to the suburbs and outer areas during the past ten years with projected data for 1965. The report covers the top 15 markets and was prepared by Market Statistics Inc. for CBS Television Spot Sales.

1014. *The Elks Market—1961.*

An eight-page booklet describes the characteristics of *Elks Magazine* readers by income, occupation, possessions and expenditures. The compilations are from field surveys made by Daniel Starch & Staff.

1015. *The Elks Market.*

This brochure gives a graphically illustrated measurement of some salient characteristics of *Elks Magazine* readers, taken from the 1960 Starch consumer magazine report. It includes income, occupation, travel, automobile ownership, home ownership, alcoholic beverage consumption and smoking habits. It also covers educational attainments and marital status of the readership.

1016. *Catholic Building & Maintenance Market Report.*

This is a brochure which is revised and issued annually by *Catholic Building & Maintenance Market*. It describes the administrative setup of the Catholic Church in America; the various types of institutions (parochial, diocesan and order); and the purchasing authority in each. It also describes the size of the market and its subdivisions: (1) building; (2) maintenance; (3) renovation; and (4) food.

1017. *Fortune's 14th Annual Car Survey.*

The attitude of *Fortune* subscribers toward various price classes of cars; their pattern of car ownership; their reasons for buying latest model cars; and their preferences for a small car, both domestic and foreign, are revealed in this study.

Available Market Data—National

To secure copies of data listed, use the return cards

1018. *Fortune's Airlines Study.*

This report examines the composition of the air traveling public. Sponsored by *Fortune* and one of the domestic airlines and its advertising agency, the study probes the reasons for air travel (business or otherwise); frequency of air travel; education, age and income of the air travelers.

1020. *Youth Market.*

This is the fifth annual youth-market survey of the parochial junior high school market by *Young Catholic Messenger*. It forecasts "the buying trends of tomorrow's adults" while revealing the buying habits, hobbies, sport activities, etc., of 11 to 15-year-old boys and girls, their brand and company preferences and their influence on family purchasing.

1021. *Food Chain Store Study for Comics.*

A supplement from Metropolitan Sunday Newspapers covers the 42 major food chain stores throughout the country, including number of stores, counties in which stores are located, and annual dollar volume and number of families within these counties.

1022. *Food Chain Study for Sunday.*

This folder covers 17 chain

animation, inc.

ANNOUNCES THE RELEASE OF

"that-a-way"

A new animated color film on inflation!

Your major clients will welcome the opportunity to sponsor this topical public service film.

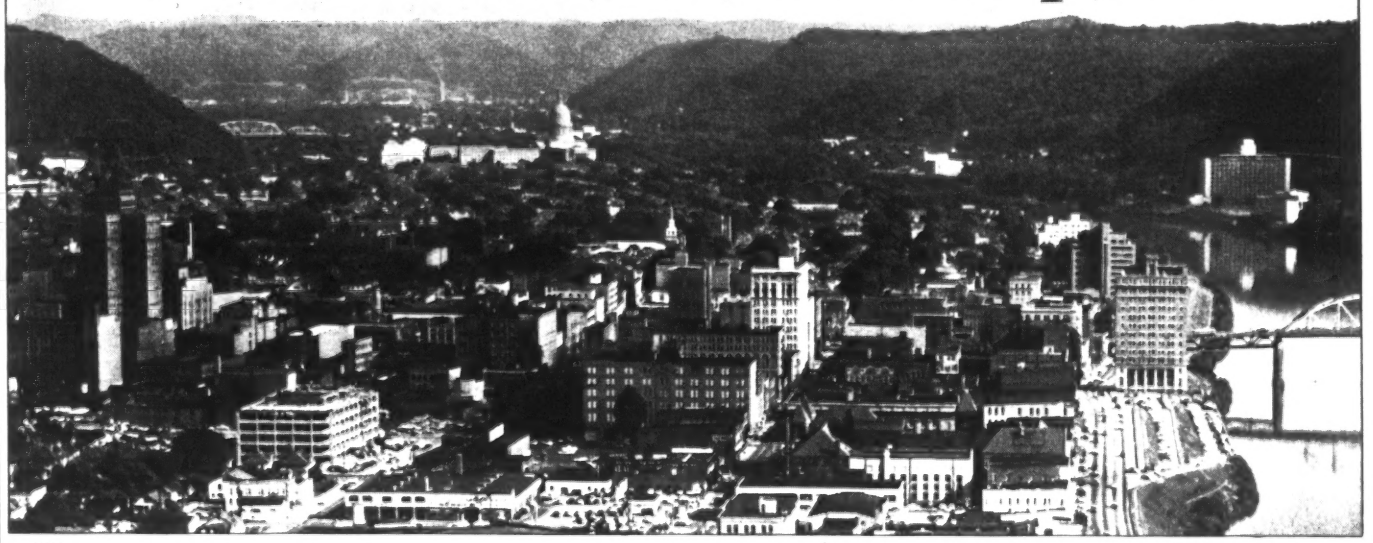
Exclusive regional sponsorship is now available at a fraction of the actual production cost of this film.

Preview prints will be available June 1.

Write for further details to:

		OR	
Mr. J. Edwards	•		**Animation, Inc.**
Animation, Inc.	•		736 N. Seward St.
221 N. LaSalle St.	•		Hollywood 38
Chicago 1, Illinois	•		California
	•		

"Take Charleston, for example...



WEST Virginia has borne the brunt of much "Depressed Areas" news for two years. First national publication to focus unwelcome attention was the **Saturday Evening Post. The New York Times** got in its licks when the Kennedy-Humphrey primary battle made West Virginia the national political cockpit. **The Wall Street Journal** struck several times.

National magazines, metropolitan dailies, network TV programs, the wire services—all took turns and West Virginia still gets a bad economic press.

But regardless of how black the picture was painted of the State in its entirety, Charleston along with the Kanawha and Ohio River Valley areas invariably drew favorable comments. Here are excerpts from the three publications mentioned:

Saturday Evening Post: "Take Charleston, for example, the brighter side of the state's split personality. This bustling city of more than 100,000 is studded with modern industry. Gleaming new offices and factories adorn its river front, and bank deposits are at an all-time high. Its airport, ingeniously and expensively embossed on three mountains by lopping off the tops and filling in the valleys, is busy all day long bringing prosperous people to and from the city.

"This area has created what is perhaps the greatest concentration of basic chemical production in the country. It has given the world nylon and other valuable synthetic materials. And in so doing it has boosted the Charleston average family income to about $6000—one of the highest in the East."

CHARLESTON'S WEEKLY WAGES TOPS IN EAST

Year after year Charleston takes high rank for "earnings of production workers in manufacturing," as compiled by the U. S. Dept. of Labor Statistics. Here's the ranking of the top ten cities for 1959, the latest available report:

	Average Weekly Earnings
Casper	$116.69
Detroit	116.24
CHARLESTON	116.21
Youngstown	115.97
Kenosha	115.83
Flint	114.61
Baton Rouge	113.02
Sacramento	111.51
Akron	111.14
Pittsburgh	110.12

The New York Times: "The visitor sees few signs of problems in Charleston, Huntington, Parkersburg and the bustling cities of the Ohio and Kanawha Valleys. Nowhere in the United States has there been more rapid growth of giant chemical and metallurgical complexes.

"West Virginia is studded with the bluebook names of American industry—Union Carbide and Carbon, du Pont, Owens-Illinois Glass, International Nickel, American Viscose, Monsanto, Interwoven Stocking, Sylvania Electric and dozens of others.

"Many have come to West Virginia in recent years—Kaiser Aluminum for instance, with a $200,000,000 installation on the Ohio River at Ravenswood. Others are steadily expanding. Union Carbide, for example, has added a 2,200-man technical science unit to its 10,000-man industrial plant at Charleston."

Wall Street Journal: "Many states with depressed areas have other areas where the economic outlook is bright. In West Virginia, for example, some sections have been bringing in new employers—big ones—hand over fist. Most of this has occurred in the Kanawha and Ohio River Valley areas in the western part of the state. Cities such as Huntington, Charleston, Parkersburg and others have provided sites for such companies as Kaiser Aluminum and Chemical Corp., Union Carbide Corp., Goodyear Tire & Rubber Co., and B. F. Goodrich Co. The chemical industry, specially, has been attracted by such things as good water transportation, and the availability of salt and other raw materials."

THE CHARLESTON NEWSPAPERS

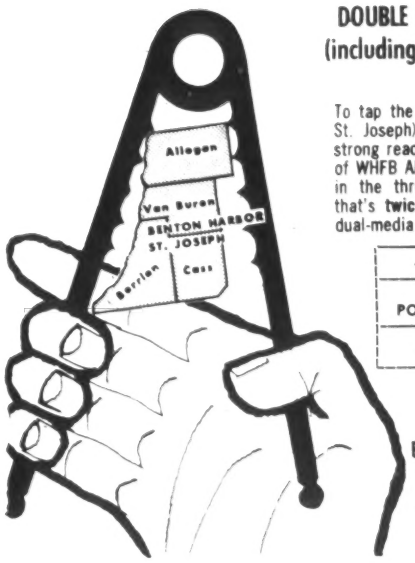
are the **Best Basic Advertising Buy** in the

STATE OF WEST VIRGINIA

The Charleston Gazette **Charleston Daily Mail**

Sunday GAZETTE-MAIL *Charleston 30, W. Va.*

PUBLISHERS: NEWSPAPER AGENCY CORP.— REPRESENTATIVES: JOHNSON, KENT, GAVIN & SINDING, INC.



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach,** utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

Available Market Data—National

To secure copies of data listed, use the return cards

stores accounting for 80% of the total food chain business. The study lists the number of stores, number of counties the stores are located in and their sales figures. Per cent of family coverage is shown for *Sunday, This Week Magazine, American Weekly* and *Parade*. It is issued by Metropolitan Sunday Newspapers.

1023. *Sunday Handy Guide.*
This is a marketing man's handy guide showing per cent of U.S. retail sales, drug sales and food sales, and households in 182 standard metropolitan areas. The form follows the Bureau of the Census' new definition for standard and potential areas. It is issued by Metropolitan Sunday Newspapers.

1025. *Your Best Days and Nights for Grocery & Drug Spots on TV, 3rd Edition.*
A study issued by Avery-Knodel shows the days and nights of heaviest buying volume in supermarkets and retail drug chain outlets, working hours for industrial labor shifts, opening and closing hours for businesses—all pertinent facts to help the food and drug tv spot advertiser focus his schedules most advantageously.

1026. *The New Face of American Business.*
This brochure from *Forbes* presents results of a mail survey of a random sample of 11,775 *Forbes* subscribers, showing industrial classification, job titles, purchase influence, personal wealth, influence and education.

1027. *Yachting Answers.*
This brochure summarizes characteristics of readers of *Yachting, Motor Boating* and *Popular Boating*, including income, boat ownership, amount spent on boating, etc. Figures are based on a survey conducted in 1960 at five major boat shows throughout the country. It is issued by *Yachting*.

1028. *The Buying Years—The 20 to 45-Year Age Group.*
This is a survey of ages of persons in a cross-section of Catholic Family Newspapers subscribers compared with the ages in the Catholic, Protestant, Jewish, Other Religion and No Religion groups. The survey is broken down by age brackets in 10-year cycles from 20 to 65 years and over.

1029. *Good Housekeeping Guaranty Seal Sales Test.*
This brochure presents the results of four tests conducted to measure the effectiveness of the *Good Housekeeping* guaranty seal at the point of sale, when the seal appears on the package only. Products tested: Tampons, salad oil, pancake mix, salad dressing.

1030. *Consumer Panel Report on Paint.*
This is a report based on the response of 1,811 members of *Good Housekeeping's* consumer panel to such questions as who paints the house, types of paint used, method of application, who selected color and brand. Included is a section devoted to the problem respondents face in regard to home painting.

1031. *Non-Prescription Medicines.*
This is a report on the results of a *Good Housekeeping* consumer panel survey. The report covers proprietary medicines in use, respondent's attitudes in regard to the importance of professional recommendations, characteristics which are most important when purchasing a non-prescription medicine. About 30 pages of the report are devoted to verbatim comments.

1032. *Dessert Survey.*
This booklet presents the results of a survey conducted among 1,892 members of *Good Housekeeping's* consumer panel. The 86-page report covers product use in six categories of desserts: Baked goods, ice cream and sherbet, fruits and berries, puddings and custards, gelatin desserts and other desserts and beverages. Summary tabulations under these categories include how served and frequency, types and flavors, and ingredients used in homemade desserts.

1033. 1961—*The Pivotal Year.*
This is a brochure which contains an address given by William Dover, director of the business research department of the *Los Angeles Examiner*, to the Los Angeles adclub analyzing the Gross National Product, personal income,

EVERYONE'S TALKING ABOUT

The BIG CHANGE in "BIG D"!

—and the biggest pace-setting change is on

WFAA · 820 · RADIO

"SOUTHWEST CENTRAL" . . . a completely new format with the emphasis on *electronic journalism* is the key to the great new sound on WFAA-820 RADIO in Dallas! Backed by the biggest advertising campaign in WFAA's history, all North Texas is finding a radio "home" that's informative and delightfully entertaining day and night! Originating from our new multi-million dollar "Communications Center" with all new equipment, WFAA-820's powerful 50,000 watt clear channel voice beams "Southwest Central" to an area of over 5 million people!

NEWS NBC News on the Hour followed by 5 minutes of State & Local News!

FEATURES Brief cut-ins all day long from WFAA's staff meteorologist, woman's editor, sports director, farm editor, and other human interest stories.

GOOD MUSIC with a special appeal to the young adult, comprising the best of the albums and the current top popular hits.

Your Petryman has an Audition Tape of the New "Southwest Central" from WFAA Radio . . . Call Him!

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

WFAA 820 RADIO DALLAS
BROADCAST SERVICE OF THE DALLAS MORNING NEWS

Advertising Age | READERS' SERVICE

To obtain market data, please use these return cards

Use one card, or as many as you need, to obtain any of the code-numbered items in this issue

Postage Will Be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD
First Class Permit No. 95 Chicago, Ill.

Readers' Service Dept.
ADVERTISING AGE
200 East Illinois St.,
Chicago 11, Ill.

Readers' Service Dept.

Please print or type information below

NAME

TITLE

COMPANY

NATURE OF BUSINESS

ADDRESS

CITY & ZONE STATE

*Note: This return card will not be serviced after Aug. 7, 1961

Postage Will Be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD
First Class Permit No. 95 Chicago, Ill.

Readers' Service Dept.
ADVERTISING AGE
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ADDRESS

CITY & ZONE STATE

*Note: This return card will not be serviced after Aug. 7, 1961

Advertising Age | READERS' SERVICE

Readers' Service Dept.

Please send me the following data [illegible] each item wanted:

[illegible]

★Please print or type information below

NAME

TITLE

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NATURE OF BUSINESS

ADDRESS

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Chicago 11, Ill.

Readers' Service Dept.

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★Please print or type information below

NAME

TITLE

COMPANY

NATURE OF BUSINESS

ADDRESS

CITY & ZONE STATE

★Note: This return card will not be serviced after Aug. 7, 1961

Postage Will Be Paid by Addressee

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BUSINESS REPLY CARD
First Class Permit No. 95 Chicago, Ill.

Readers' Service Dept.
ADVERTISING AGE
200 East Illinois St.,
Chicago 11, Ill.

To obtain market data, please use these return cards

Use one card, or as many as you need, to obtain any of the code-numbered items in this issue

disposable income, retail sales, job and construction data.

1034. 1961 *Market Survey of Skiers.*
This is a report on a subscriber survey designed to show characteristics of skiers (age, income, car ownership, etc.) and also buying and spending characteristics (equipment, clothing, photographic equipment, automotive, travel expenditures, etc.). It is published by Ski Publications.

1035. 1961 *Youth Market Grooming Survey.*
This is a report based on a survey among about 5,000 junior and senior high school boys and girls (ages 11 to 18) as to grooming aids products usage and brand preferences. It is published by Scholastic Magazines.

1036. *Co-ed Survey.*
This is a report based on a survey among 2,000 *Co-ed* subscribers revealing audience characteristics and buying habits. The girls (ages 12 to 18) are home economics students in junior and senior high schools.

1037. *Bridal Market.*
This is a study of the U.S. bridal market, its present size and sales volume as well as projected growth and sales potential for the 1960s, including demographic characteristics of U.S. brides based on U.S. government data and research conducted among marriage licensees in 50 urban and rural U.S. counties by National Analysts Inc. It is issued by *Bride's Magazine.*

1038. *County Circulation Analysis.*
A 26-page booklet issued by *American Weekly* lists all metropolitan markets with 1959 retail sales and 1960 households, including a county-by-county breakdown. Information on 26 "A" markets with central cities of 500,000 or more population is included.

1039. *Invited Salesman.*
This brochure covers church equipment needs, travel, income, education, home ownership and book buying of readers (Protestants) of *Moody Monthly.*

1040. *How to Ring the Bell with the Youth Market.*
This is a brochure containing marketing data on the 13 to 19-year-old teen ager. Data covers income, working habits, marital status, wearing apparel purchased, market potential. It is issued by *Modern Miss.*

1041. *Meet the Simplicity Girl.*
This folder covers a survey of 2,774 replies of women who sew, showing income, age, marital status, sewing habits, shopping habits and price ranges of commodities purchased. It is issued by Simplicity Pattern Co.

1042. *Shoe Study* 1960.
This is a report on the number and types of shoes owned by *American Girl* readers.

1043. *Hosiery Study* 1960.
This is a report on the number and types of hosiery owned by *American Girl* readers.

1044. *Automobile Survey.*
Car ownership—with special reference to new compact cars and imports—of subscribers to *Harper's Magazine* and *Atlantic* is covered in this booklet. Also covered are car preferences by price range and future car purchases.

1045. *Leisure Activities.*
Leisure activities of *Harper's Magazine* and *Atlantic* subscribers, with special reference to books and magazines, television, sports and hobbies, cigaret smoking, music, book and record club membership, encyclopedia ownership, club members and attendance at various events, are covered in this booklet.

1046. *Alcoholic Beverages Use.*
This booklet covers the use of wines and alcoholic beverages at homes and while dining out and the use of credit cards and the male-female influence among subscribers to *Harper's Magazine* and *Atlantic.*

1047. *Civic and Public Activities.*
Attitudes on political issues and civic activities, including political affiliation, membership and responsibilities in political organizations, change from parents' views and other mobility are covered in this survey of subscribers to *Harper's Magazine* and *Atlantic.*

1048. *Watch Preferences and Gift Buying.*
Awareness of watch brand names, brand preferences and watch buying for gifts in 1960 among subscribers to *Harper's Magazine* and *Atlantic* is covered in this survey.

1049. *Status of Today's Union Member.*
Comparisons of union and non-union members' financial assets, wages plus data on age of head of

Available Market Data—National

To secure copies of data listed, use the return cards

"Any display will increase your sales But the right one will multiply them"
VANDERPOOL Displays
A complete promotional service in all mediums — cardboard, plastic, etc.
122 S. MICHIGAN AVE. CHICAGO 3, ILL.
HArrison 7-8442

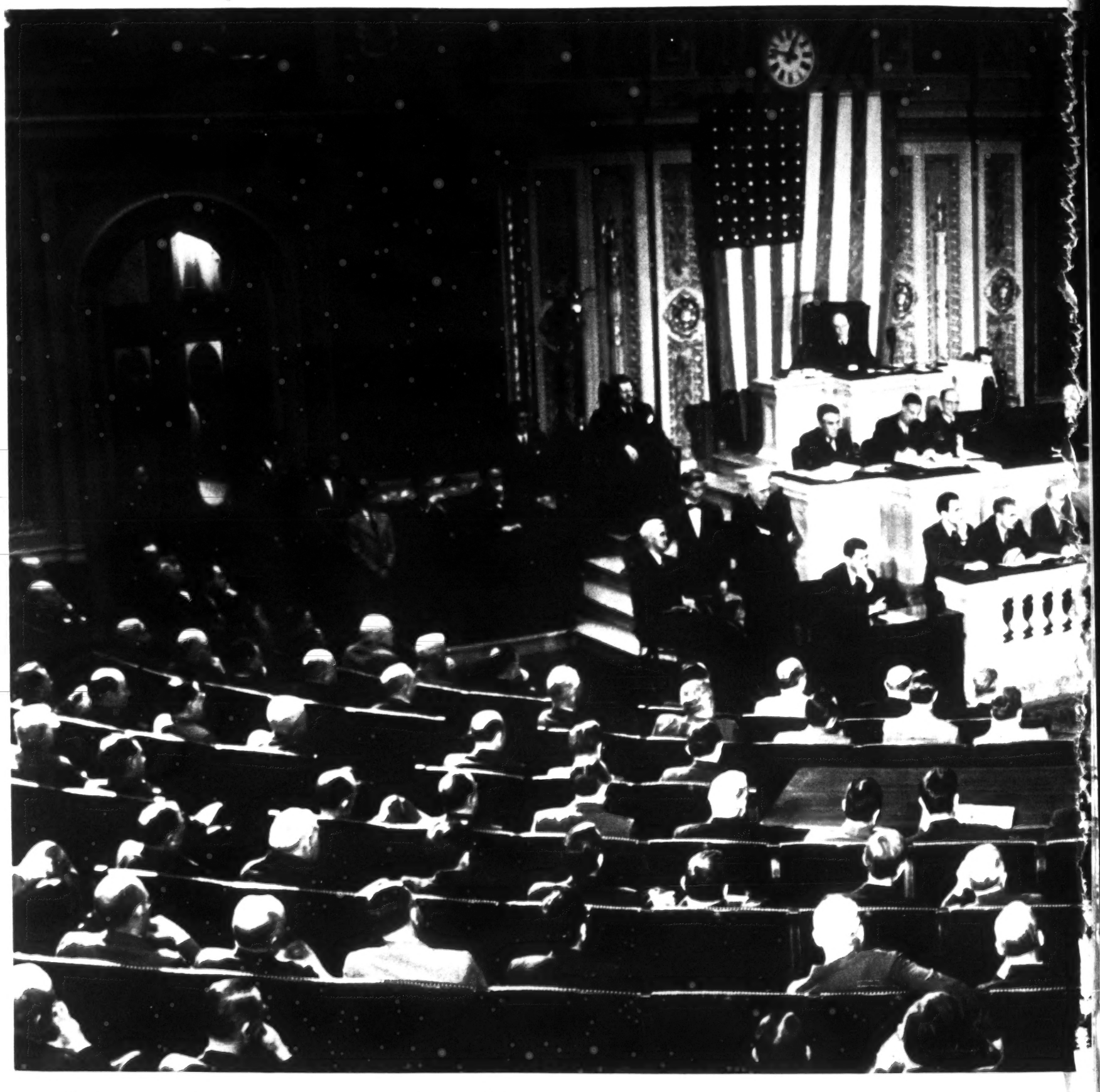
Mutual coverage wraps up the buying dollars

Mutual Radio is strongest where the buying is biggest. 70% of all drug store sales and 66% of all food store sales are in A and B markets (ask Nielsen)—and Mutual now wraps up 66% of its radio audience in these markets! Mutual covers 87 of the top 100 markets with local affiliates—more than any other radio network. Got a food or drug store account in the house? Buy Mutual Radio—and you've got it covered at the point of sale.

MUTUAL RADIO

A Service to Independent Stations
Subsidiary of Minnesota Mining & Manufacturing Company 3M

ATTENTION NAB CONVENTIONEERS! MUTUAL RADIO HOSPITALITY SUITE, E. 420 SHERATON PARK HOTEL.



...thirteen dramatic examples of how

The American Weekly

Thirteen times in less than a year, purposeful articles in The American Weekly have received commendation on the floor of the United States Congress. Indeed, after the heavy press coverage of the administration changeover, it is significant that American Weekly received Congressional recognition both for its farewell to President Eisenhower and for its cover portrait by Yousuf Karsh of Ottawa of incoming President Kennedy* as well.

Listed here are the American Weekly articles read into the Record during the past nine months Congress has been in session. American Weekly wins recognition and response like this again and again because it speaks in terms people understand about things that concern them most. It is the pipeline to the heart of America.

*To date over 63,000 copies of the now famous Kennedy portrait have been sold to readers at $1.00 each.

starts people talking

1. *Congressman Alvin M. Bentley of Michigan (January 11, 1960): "Where is the First Mrs. Khrushchev?" (AW 10/4/59)*
2. *Congressman Daniel J. Flood of Penn. (January 25, 1960): "Why America Can't Win The 1960 Olympics" (AW 1/17/60)*
3. *Congressman Joe Holt of California (February 2, 1960): "Too Much, But Never Enough" re: quiz fixers (AW 1/10/60)*
4. *Congressman Ken Hechler of West Virginia (March 2, 1960): "Rickover's Blueprint for Better Schools" (AW 2/28/60)*
5. *Congressman Bruce Alger of Texas (March 22, 1960): "Can You Change The Tax Laws?" (AW 3/20/60)*
6. *Congressman Craig Hosmer of California (May 18, 1960): "Jobs after 40" (AW 9/1/57, 9/8/57)*
7. *Senator Alexander Wiley of Wisconsin (May 31, 1960): "The Peacemakers" (AW 5/29/60)*
8. *Congressman Emanuel Celler of New York (January 4, 1961): Adenauer's "I Owe My Life to the Jews" (AW 10/9/60)*
9. *Congressman Joseph W. Martin, Jr. of Massachusetts (January 18, 1961): "The Great Castro Robbery" (AW 11/13/60)*
10. *Congressman John M. Slack, Jr. of West Virginia (January 23, 1961): The Kennedy Portrait by Karsh (AW 1/15/61)*
11. *Senator Alexander Wiley of Wisconsin (January 23, 1961): Eisenhower—"Mission Accomplished" (AW/1/22/61)*
12. *Congressman Thomas J. Lane of Massachusetts (February 6, 1961): "The File of Mass Murder"—Eichmann (AW 2/12/61)*
13. *Congressman Victor L. Anfuso of New York (March 7, 1961): 3 Books by American Weekly's Washington Correspondent Frances Leighton*

THE AMERICAN WEEKLY · 65TH YEAR 1896-1961 · BEST READ SUNDAY MAGAZINE

Best Read Sunday Magazine...and the most resultful

PERSONAL SERVICE

Knowledge of the media fields he serves is a prime requisite for the Farley Company representative. The broad experience he has gained through contact in specialized business markets and his sincere desire to make this experience available to you is his distinguishing mark of service.

Markets Served

Air Conditioning • Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distributing • Mechanical Contracting • Policy Level Management • Savings & Loan

THE FARLEY COMPANY

Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

Available Market Data—National

To secure copies of data listed, use the return cards

union family, proportion living in central cities and suburbs, education, etc. are covered in this three-page abstract from a study by the Survey Research Center of the University of Michigan, published in the *AFL-CIO News*. It is available from Trade Union Advertising, representative for the labor press.

1050. *U.S. Camera Readership Survey* 1960-1961.
Photographic equipment and related products owned by subscribers to *U.S. Camera* and their intentions to buy these items are covered in this booklet.

1051. *Camera 35 Readership Survey* 1960-1961.
Photographic equipment and related products owned by subscribers to *Camera* 35 and their buying intentions with respect to these items is covered in this survey.

1052. *Baking Habits.*
Baking activity in a two-week period, use of recipe or mix, purchase of canned refrigerated biscuits and frozen desserts and mixes, as revealed in a survey among 1,529 *Better Homes & Gardens* readers, are covered in this brochure.

1053. *Food Products.*
Use and brands used of raisins, nuts, chocolate, canned chicken, packaged processed potatoes, canned and dry milk by readers of *Better Homes & Gardens* are covered in this survey.

1054. *Milk and Milk Containers.*
Source of supply for fresh milk, and the type and trade name preferred by *Better Homes & Gardens* families are covered in this survey.

1055. *Vacation and Travel.*
Ownership of air travel credit cards, where 1960 vacation was spent, days away from home, mode of travel, where lodged, number on trip if a conducted tour, and sources of help used in planning vacation trip are covered in this booklet issued by *Better Homes & Gardens.*

1056. *Clocks.*
The number of wall, table and radio clocks owned by *Better Homes & Gardens* families and where the clocks are located in the home is revealed in this survey.

1057. *Cooking and Baking Utensils.*
This survey shows the kinds of cooking utensils owned, number and type of frypans, skillets, sauce pans and double boilers owned, whether they were purchased or received as gifts, size of cake and pie pans, skillets and sauce pans owned by *Better Homes & Gardens* families.

1058. *Real Estate and Investments.*
Better Homes & Gardens reveals ownership of various types of savings accounts, investments and real estate among its readers.

1059. *Records and Record Players.*
Ownership of record players and tape recorders by *Better Homes & Gardens* readers, year they were acquired, size of records played, number of records (stereo, hi fi, r.p.m.) are revealed in this survey.

1060. *Bedding and Towels.*
The number and brand and color of sheets, bath towels and bedspreads purchased during the year by *Better Homes & Gardens* readers is shown in this study.

1061. *Floor Care and Home Cleaning Aids.*
Brands and use of all purpose and special purpose cleaners, such as liquid and powder type cleaners; chrome and stainless steel cleaners; copper cleaners; dust absorbers; oven and paint cleaners; toilet bowl cleaners; wallpaper cleaners; aerosol and non-aerosol window cleaners; plus floor wax, furniture polish and wax (spray); rust removers; silver polish; soap pads; and spot remover, and place of purchase of such items by *Better Homes & Gardens* families are shown in this study.

1062. *Moving.*
This study of moving shows the mobility of *Better Homes & Gardens* families, how they moved, the distance they moved, where they moved and what they moved.

1063. *Lawns and Gardens.*
This study reveals home ownership, size of lot, ownership of lawnmower and other garden equipment, purchase of seeds, bulbs, plant food, pesticides, fungicides, per cent owning roses and place of purchase of roses and plant food among *Better Homes & Gardens* families.

1064. *Power Tools.*
Better Homes & Gardens families' ownership of portable electric drills, portable electric handsaws, electric hand sanders (all types), bench saws, radial arm saws, power jigsaws, portable sabre saws, paint sprayers, bench grinders, combination power tools, band saws, power jointers, air compressors, electric welders, woodworking lathes, power hacksaws, metalworking lathes and electric hand carving sets.

1065. *Automobiles.*
Ownership of automobiles, makes owned, year of model, if purchased new or used, and ownership of foreign or compact cars by *Better Homes & Gardens* readers is shown in this survey.

1066. *Boats and Outboard Motors.*
This study shows boat and outboard motor ownership by *Better Homes & Gardens* readers, type of boat owned, type of boat construction and how built, size and make of outboard motors.

1067. *Pets and Pets Foods.*
This survey shows pet ownership, use of dog and cat foods, place of purchase and brands of pet food used by *Better Homes & Gardens* families.

1068. *Watches and Clocks.*
Better Homes & Gardens readers' purchases of watches and clocks, place of purchase, brands purchased, occasions for purchase and cost of purchase are revealed in this survey.

1069. *Men's Shoe Market.*
Occupation, urbanity, varied social activity and income are four prime factors to consider when placing men's shoe advertising before the readers of a consumer magazine, *Playboy* says. This report goes into these four factors, including average annual household expenditures on men's and boys' footwear broken down by income groups.

1071. *The Liquor Market.*
This 20-page booklet deals with consumer characteristics of primary interest to liquor advertisers. It deals with such aspects of this market as population, income, age and use of alcoholic beverages in the home. It is published by *Playboy.*

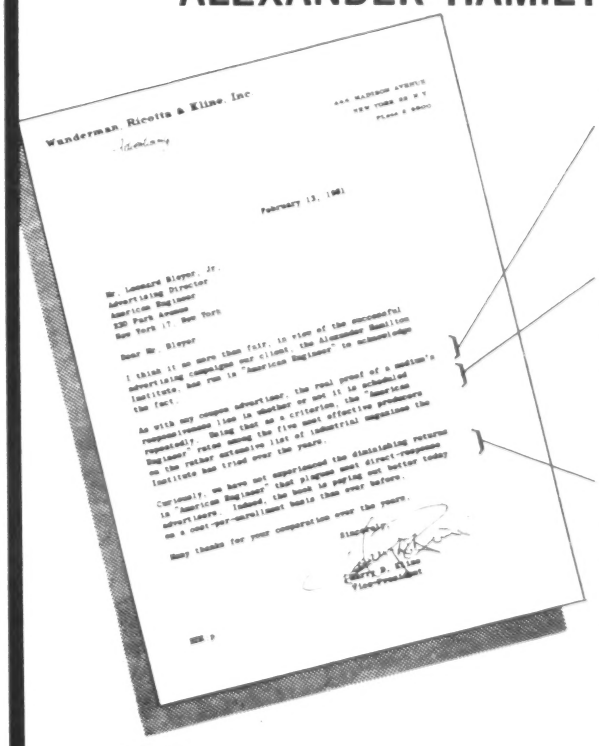
1072. *Golf Market Information.*
A breakdown by number, size and distribution of golf courses (private, semi-private and municipal) in the U.S., golfers and golf activity, estimated volume and detailed lists of products sold through golf professional shops, equipment and supplies used in golf course maintenance and golf clubhouse operation is presented in this study by *Golfing* and *Golfdom.*

1073. *Mobile Homes and Travel Trailer Industries.*
A study of the production figures, sales volume, plant locations, employment, annual payroll and distribution pattern (including a state-by-state breakdown of the mobile home and travel trailer industries) is presented by *Mobile Home Dealer.*

"American Engineer . . . is paying out better today on a cost-per-enrollment basis than ever before,"

says Harry D. Kline, Vice President of the New York Advertising agency, Wunderman, Ricotta & Kline, Inc., regarding continuous direct response advertising since 1954 for

ALEXANDER HAMILTON INSTITUTE


Wunderman, Ricotta & Kline, Inc.

February 13, 1961

Mr. Leonard Bleyer, Jr.
Advertising Director
American Engineer
230 Park Avenue
New York 17, New York

Dear Mr. Bleyer

I think it no more than fair, in view of the successful advertising campaigns our client, the Alexander Hamilton Institute, has run in "American Engineer" to acknowledge the fact.

As with any coupon advertiser, the real proof of a medium's responsiveness lies in whether or not it is scheduled repeatedly. Using that as a criterion, the "American Engineer" rates among the five most effective producers on the rather extensive list of industrial magazines the Institute has tried over the years.

Curiously, we have not experienced the diminishing returns in "American Engineer" that plagues most direct-response advertisers. Indeed, the book is paying out better today on a cost-per-enrollment basis than ever before.

Many thanks for your cooperation over the years.

Sincerely,

Harry D. Kline
Vice-President

"... the real proof of the responsiveness of a medium lies in whether or not it is scheduled repeatedly ..."

"... the American Engineer rates among the five most effective producers on the rather extensive list of industrial magazines the Institute has tried over the years."

"... we have not experienced diminishing returns in American Engineer ... the book is paying out better today on a cost-per-enrollment basis than ever before."

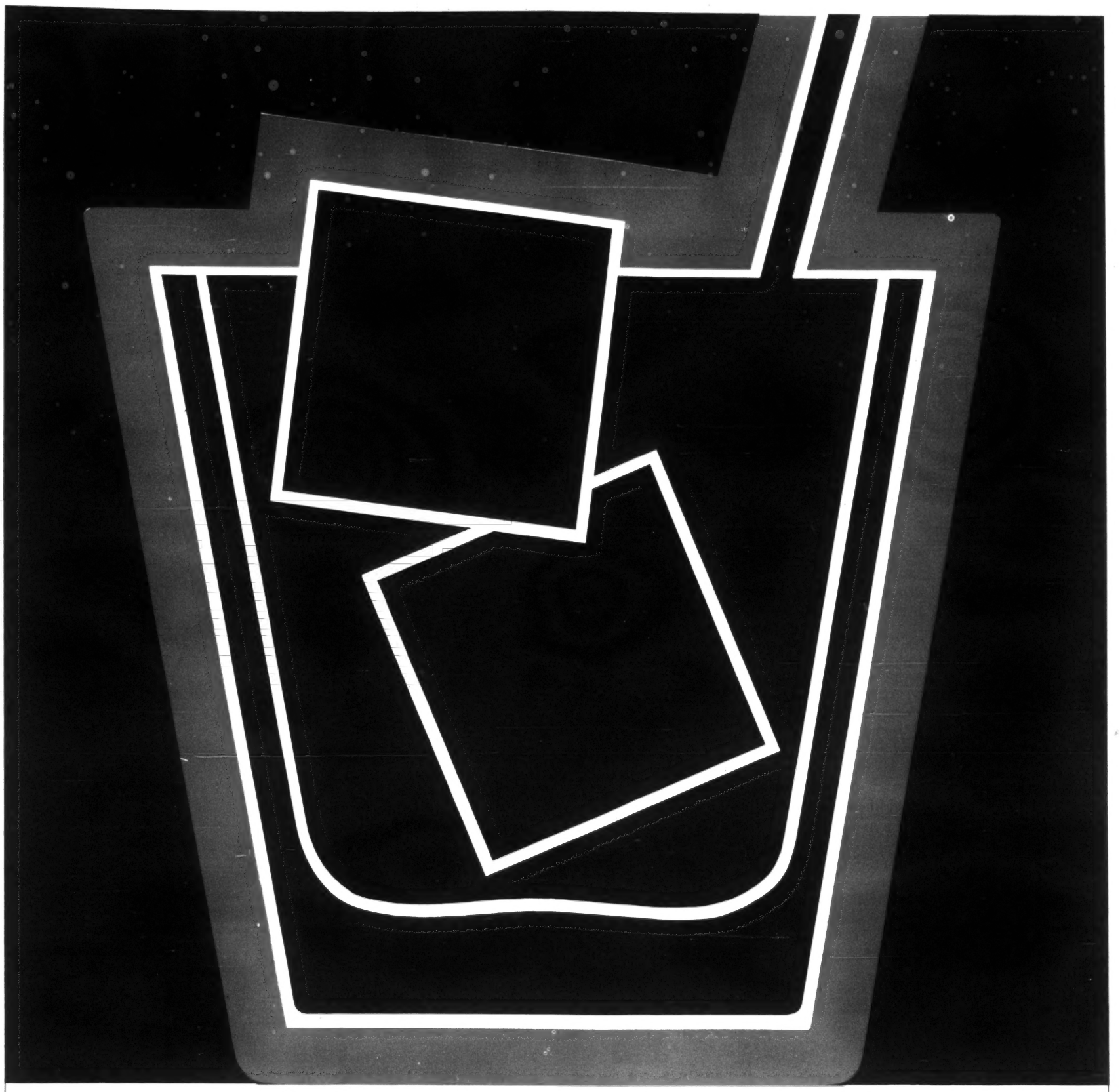
American Engineer's 59,000 readers—key *professional engineers in all industries—purchase and/or specify $25-billion annually, according to a recent independent survey. Whenever equipment is specified ... materials are used ... wheels turn ... buildings and public works projects are constructed — in industry, business and government — AE's professional engineer readers make the important decisions.

*Professional Engineers are Purchasing Engineers, that's why it pays to advertise in American Engineer

to reach and influence key professional engineers in all industries

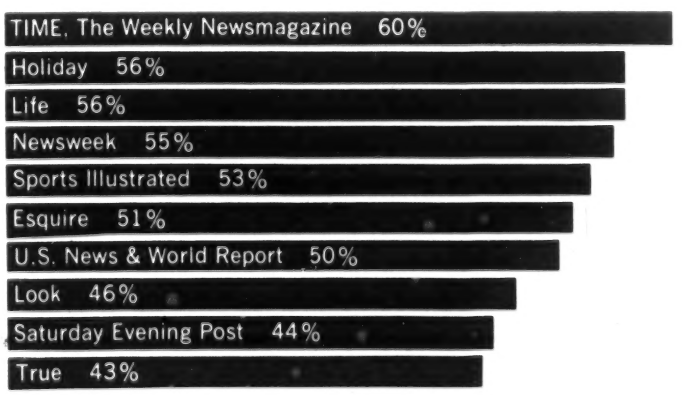
Advertise in American Engineer
230 Park Ave., N.Y. 17, N.Y.
Tel: MU 6-8555

*Only Professional Engineers (P. E.'s) are registered to practice engineering by individual states. Almost half (45%) of AE's readers have been in engineering for 20 years or more.



TIME is the shape of the market for Scotch

Circulation concentration in the top 50 markets for SCOTCH



SOURCES: Clark Gavin Associates and latest available publishers' reports. TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Newsweek (3/23/59) • Sports Illustrated (3/2/59) • Esquire (February 1957) • U. S. News & World Report ((3/28/58) • Look (3/18/58) • Saturday Evening Post (3/14/59) • True (October 1959)

In the top 50 metropolitan areas which ring up a high-proof 80.6% of all Scotch case sales, TIME concentrates more of its circulation than does any other magazine of more than 500,000. TIME families have the taste and means to buy the finest for themselves and their guests: their home entertaining bills run to $884 million a year.

TIME

TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES

IT'S THE MARKET

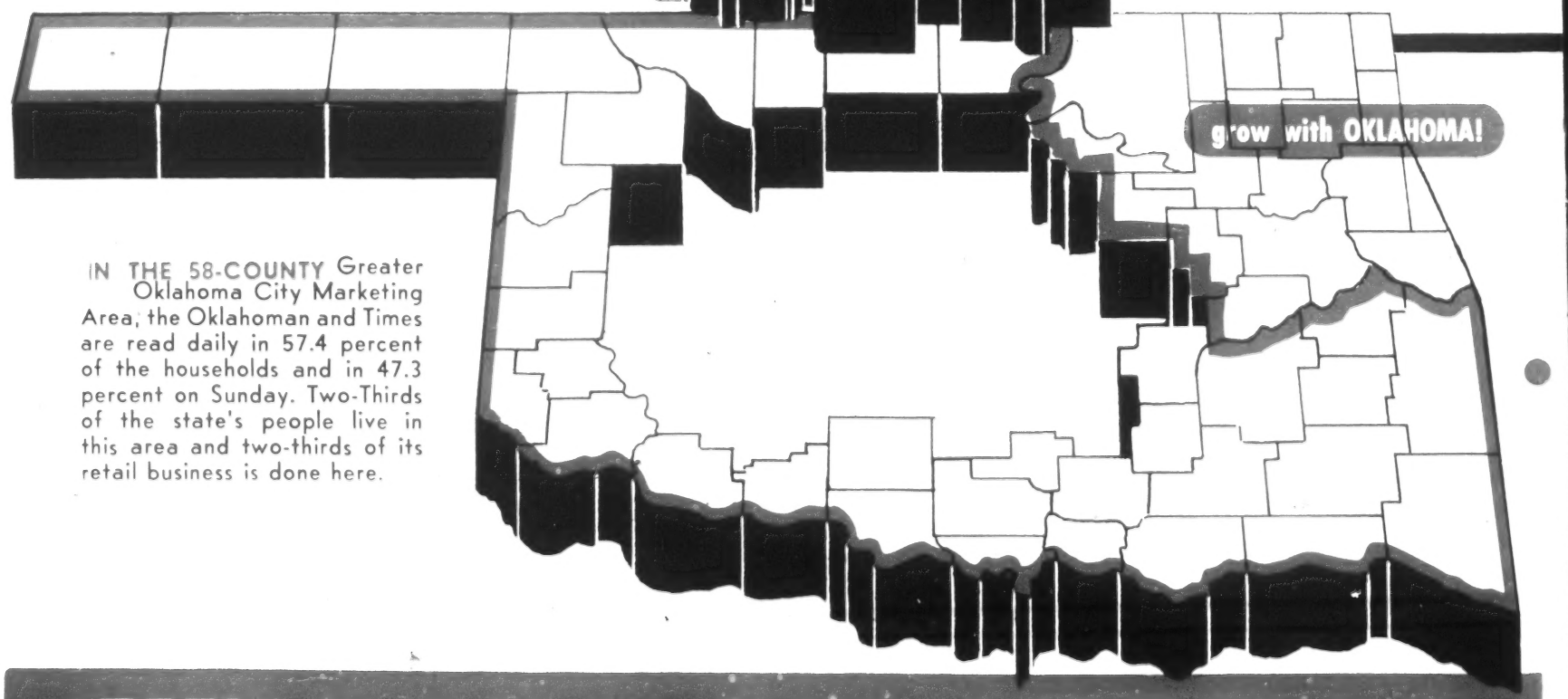
The Oklahoman and Times deliver the biggest newspaper market in the Southwest because they reach more families than any other single medium in the Southwest.

A market is people. Only when you reach them with your sales story can they become potential buyers.

It's the MARKET DELIVERED that counts. The Oklahoman and Times deliver the BIGGEST MARKET in the Southwest.

Oklahoma City

IN THE 26-COUNTY retail trading zone, the Oklahoman and Times are read in 68.8 percent of the households on weekdays and in 54.1 percent on Sunday. In this million-person market, 48.6 percent of Oklahoma's retail sales are made.



IN THE 58-COUNTY Greater Oklahoma City Marketing Area, the Oklahoman and Times are read daily in 57.4 percent of the households and in 47.3 percent on Sunday. Two-Thirds of the state's people live in this area and two-thirds of its retail business is done here.

THE DAILY OKLAHOMAN

PUBLISHED BY THE OKLAHOMA PUBLISHING COMPANY
REPRESENTED BY THE KATZ AGENCY

DELIVERED THAT COUNTS

Oklahoman and Times Circulation

- Daily Combined . . . **274,965**
- Sunday **245,812**

. . . and still growing!

Average circulation of the Oklahoman and Times, daily combined, during March, 1961, was up 16,994 from the 12-months average to 291,-959; the March Sunday average was up 13,320 to 259,-132 (subject to A.B.C. audit).

A.B.C. Retail Trading Zone (26 Counties)

Oklahoman and Times

Comb. Daily Family Coverage **68.8%**

Sunday Oklahoman

Family Coverage **54.1%**

		Percent of State
Population	1,088,000	47.2%
Households	335,640	47.6%
Total Retail Sales	$1,250,365,000	48.6%
Food Store Sales	$ 280,447,000	46.8%
Drug Store Sales	$ 49,601,000	49.4%
Automotive Sales	$ 261,321,000	49.7%

Greater Oklahoma City Marketing Area (58 Counties)

Oklahoman and Times

Comb. Daily Family Coverage **57.4%**

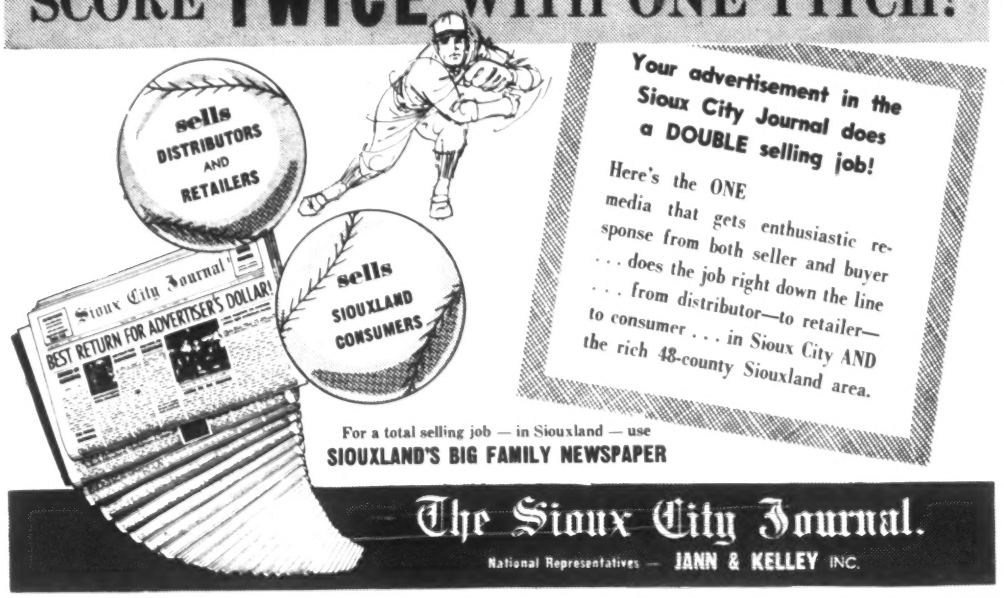
Sunday Oklahoman

Family Coverage **47.3%**

		Percent of State
Population	1,548,200	67.1%
Households	476,390	67.6%
Total Retail Sales	$1,710,856,000	66.6%
Food Store Sales	$ 389,906,000	65.0%
Drug Store Sales	$ 66,940,000	66.7%
Automotive Sales	$ 356,598,000	67.8%

OKLAHOMA CITY TIMES

SCORE TWICE WITH ONE PITCH!



Your advertisement in the Sioux City Journal does a DOUBLE selling job!

Here's the ONE media that gets enthusiastic response from both seller and buyer . . . does the job right down the line . . . from distributor—to retailer—to consumer . . . in Sioux City AND the rich 48-county Siouxland area.

For a total selling job — in Siouxland — use
SIOUXLAND'S BIG FAMILY NEWSPAPER

The Sioux City Journal.
National Representatives — JANN & KELLEY INC.

Available Market Data—National

To secure copies of data listed, use the return cards

1074. *Floor Covering and Acoustical Tile Ceiling.*

This survey of both floor covering in each room of the house and rooms which have acoustical tile ceilings shows household members who select it, plans for buying additional tile or floor covering or replacements, purchasing and installation plans. It is issued by *Parents' Magazine.*

1075. *Instant Whipped Potatoes.*

Frequency of feeding potatoes to children, ages babies were first fed potatoes, what type of potatoes were served to babies and the use of instant whipped potatoes for babies are covered in this survey among young mothers by *Baby Care Manual.*

1076. *Data on Families with Children.*

Population, families with children, birth and marriage and expenditures for 14 major product classifications are included in this compilation of U.S. government data by *Parents' Magazine.*

1077. *Records and Record Players.*

Record player ownership and type of player (stereo, etc.) and purchase of records (when, what kind, how often played) are covered in this survey of *Parents' Magazine* families.

1078. *Photographic Survey.*

This is a survey of camera ownership among *Parents' Magazine* families, including occasions when pictures are taken, subjects of pictures, use of flashbulbs, members of family who take pictures and what happens to the pictures after they are developed.

1079. *Milk.*

This is a report on the use of homogenized, fresh skim, instant dry, evaporated and raw milk in *Parents' Magazine* homes. Included are frequency of use, dieting, various uses of milk and a section on infant feeding.

1080. *Foods and Home Products.*

The use and frequency of use of over 200 food and household products by *Parents' Magazine* readers is covered in this 68-page survey. Products include paper, aluminum and other household wraps; soaps and detergents; laundry starches, bleaches and spot removers; cleansers and solvents; waxes and polishes; fruits; baked goods; jams, jellies and preserves; flours and mixes; salad dressings, condiments, flavorings and extracts; ice cream; prepared frozen dinners, meat and fish pies; milk products; vegetables; canned goods; pasta products, etc.

1081. *The Private Club Market.*

This 36-page booklet tells about the private club market: How to sell it; what it buys. It includes a sample study of 336 country clubs, 147 city clubs giving actual figures from these clubs with respect to food, equipment and beverage purchases. It includes market distribution of clubs, growth of the market, buying practices and influences. It is published by *Club Management.*

1082. *Appliance Industry, 1956-1960.*

These data sheets give information on factory shipments and inventories of 34 products in the major appliance, portable appliance and household equipment industries. Published by *Home Appliance Builder.*

1083. *Religious Market.*

This brochure shows a breakdown of the U.S. by religious affiliation. It is issued by *Christian Life.*

1084. *Automotive Study.*

This study of the automotive market among *American Legion Magazine* readers is in four parts dealing with (1) current car ownership, (2) future buying intentions, (3) replacement tire market and (4) anti-freeze usage. Data includes makes and brands of automotive products purchased.

1085. *Men's Toiletries.*

Brand usage and buying habits of such grooming products as razors and blades, shaving creams and preparations, body fresheners, hair dressings, shampoos, deodorants and anti-perspirants are listed in this study based on the response of an *American Legion Magazine* reader panel of 7,500 families.

Take a second look

(it's Oreck's, in Duluth)

Take a second look at the Duluth-Superior market-

It's Bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

Bigger than Madison and Des Moines!

Bigger than Lancaster, Shreveport and Trenton!

Duluth-Superior-BIGGER than you think-and only KDAL delivers it all!

Sales Management population estimates, January 1, 1960.

KDAL—CBS RADIO-TELEVISION—3 AN AFFILIATE OF WGN, INC

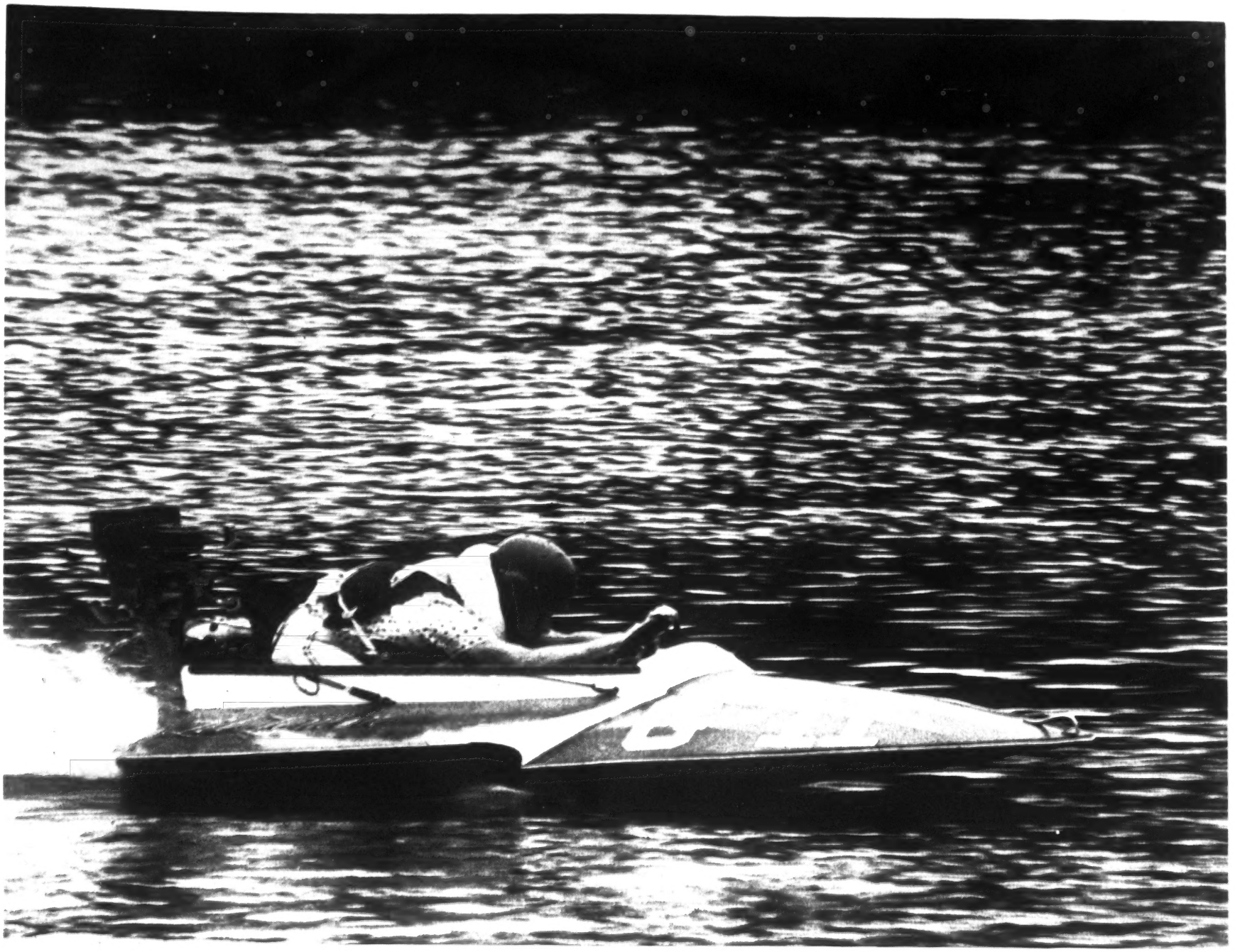


Photo by Flip Schulke for "The Hydros," feature in May issue on Explorer Post 248, St. Paul, Minn.

Going Places!

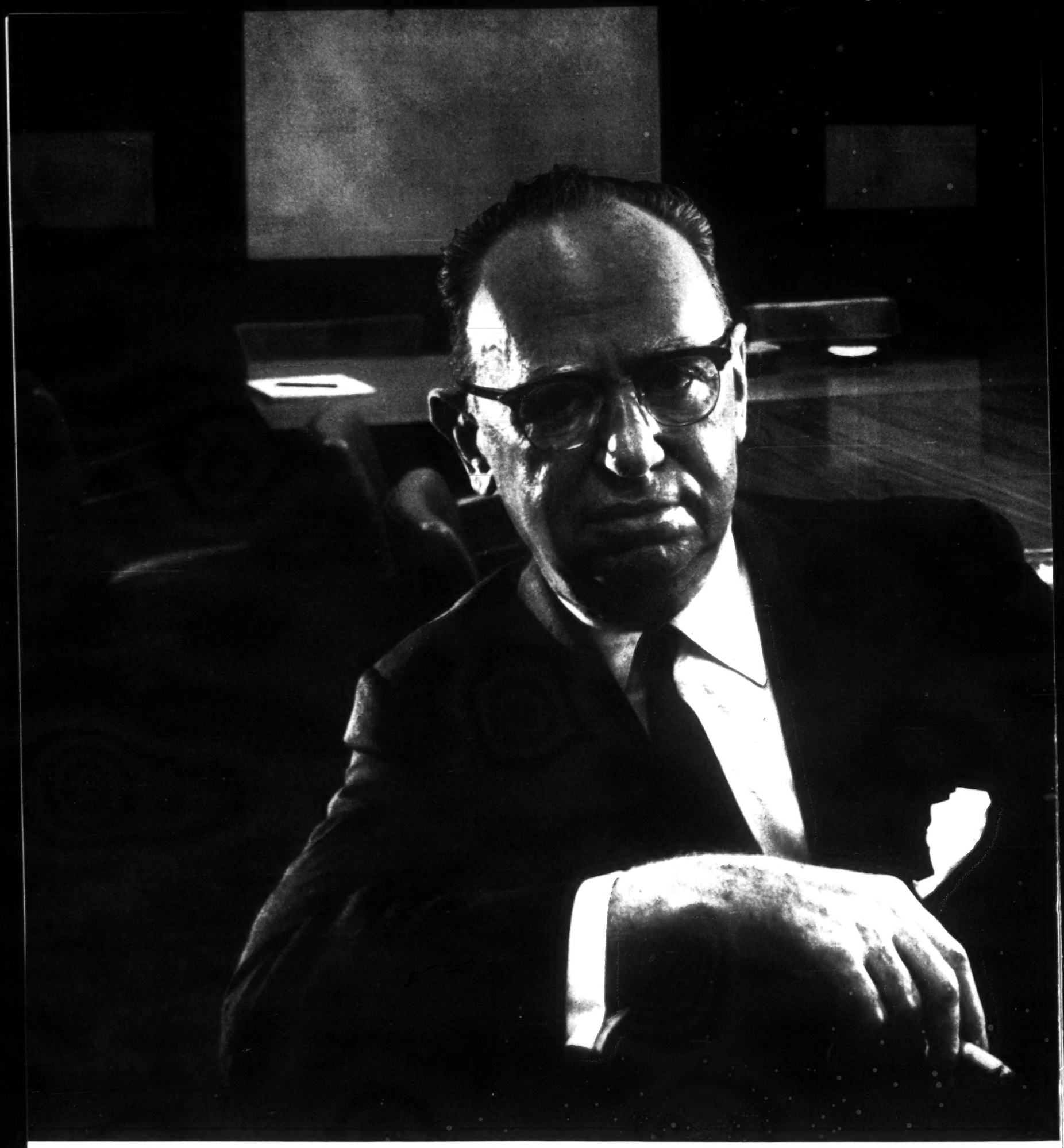
That's the word on today's generation of boys. Going places. Doing things. It's also the word on today's Boys' Life, the magazine they read. Here's what boys read today.

Coming up soon is a feature on "The World of Language," by Professor Mario Pei, one of the nation's leading authorities on language and philology. Edwin Way Teale, the renowned naturalist and author, contributes one of the most beautifully illustrated articles on insect life our editors have ever seen. Stories by A. B. Guthrie, Jr., Jack Schaefer, the author of Shane, and Ray Bradbury all come up this fall. Two continuing features: The Family of Man by Ashley Montagu and the series on The Origins of Law and Justice, appear regularly. Bruce Catton, Margaret Mead, Catherine Drinker Bowen, Arthur Daley—they're all in Boys' Life.

There isn't a better advertising medium to reach the youth market. There certainly is no more effective way to reach boys and young men, 10 to 17, than in Boys' Life.

BOYS' LIFE 2,100,000 NET PAID

published for all boys by the Boy Scouts of America



A man who knows his way around in advertising knows that businesspapers take special talent, special pains—and pay off in special rewards, special satisfaction. For here you're talking to fellow pros—men as impatient with the trite and dull and commonplace as you are yourself. Selling businessmen always calls for your best . . . in businesspapers.

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Available Market Data—National

To secure copies of data listed, use the return cards

1086. *Foundation Garments.*
Ownership and purchase of foundation garments by wage earner wives, prices paid and where bought are covered in this Macfadden Publications survey.

1087. *Frozen Packaged Foods.*
The types of frozen packaged foods served in wage earner families, frequency of use and brands used are reported on in this survey by Macfadden Publications.

1088. *Trading Stamps.*
Trading stamps saved and types and brands of products redeemed for the stamps by wage earner families are covered in this Macfadden Publications study.

1089. *Dieting and Dietary Aids.*
The extent of dieting among wage earner wives, their use of dietary aids and how they learned about the aids they use are reported in this Macfadden Publications survey.

1090. *Use of Meats for Babies.*
True Story readers' knowledge and use of various brands of meats in cans or jars for babies are covered in this study. Respondents are broken down in terms of age of children and in terms of education received.

1091. *Major Appliance Ownership and Buying Plans.*
This is a report on major appliance ownership, length of ownership and future buying plans among readers of *True Story*. It includes a tabulation of laundry soaps and detergents used by automatic washer owners.

1092. *The Great White Wash.*
This is a booklet on laundry automatic washer uses and installations based on letters from *True Story* readers to the magazine's home economics director. In addition to revealing problems posed by readers and illustrations of actual reader laundry installations, it shows brands and per cent use of detergents, bleaches, dyes and other home laundry products.

1093. *Floor Polishers and Other Small Appliances.*
Ownership, brands, reasons for buying various small appliances, with extensive data on the use of floor polishers, types of wax used, frequency of use and methods employed are covered in this survey of *True Story* readers.

1094. *Hair Coloring Products.*
Brands and types of hair coloring products used and the patterns of usage among *True Story* and *Photoplay* readers are covered in this study.

1095. *Telephones and Long Distance Calling.*
Number of telephones in wage earner homes, colored phones installed and long distance calls made are covered in this report by Macfadden Publications.

1096. *Wage Earner Vacation Travel.*
Vacation travel by wage earner in 1960 and preliminary plans made for travel in 1960 are covered in this study by Macfadden Publications. Length of trips, accommodations used, mode of travel and vacation activities are reported.

1097. *Cold Remedies.*
Cold remedies and pain relievers used by wage earner families, with a rundown on brands products used for children of various age groups and adults are covered in this survey from Macfadden Publications.

1098. *Sewing Machines.*
Ownership (including makes) of sewing machines by wage earner wives with opinion and buying plans for sewing machines are covered in this Macfadden Publications survey.

1099. *Sewing Habits.*
Sewing and needlework activity of wage earner wives, their reasons for this activity, problems they face in sewing, brand preferences, awaredness and purchasing habits related to sewing are covered in this study by Macfadden Publications.

1100. *On the Move.*
Family moving among wage earner families in the U.S. is reported by Macfadden Publications. Movement in 1960 and preliminary plans for moving in 1961 are covered.

1102. *Today's Customer for Car Rentals.*
Buying habits, age, education, occupation, income and car ownership are presented, showing how families which rent cars differ from other families in the U.S. The study is published by *U.S. News & World Report*.

1103. *Today's Customers for Home Air Conditioning.*
This booklet tells the buying habits, age, education, occupation, income and other facts about families who buy home air conditioners and how they are differentiated from other U.S. families. It is published by *U.S. News & World Report*.

1104. *Vacation Travelers by Plane, Train and Ship.*
U.S. News & World Report reveals the buying habits, age, education, income, occupation, etc. of families who travel on their vacations by plane, train or ship and shows how they differ in these characteristics from the average U.S. family.

1105. *Business Travelers by Plane, Train and Ship.*
The business traveler, and how he differs from other Americans in terms of buying habits, age, education, income and occupation are discussed in this study by *U.S. News & World Report*.

1106. *Owners and Buyers of Corporate Stock.*
Owners and buyers of corporate stock are analyzed in terms of their buying habits, education, age, occupation, income etc. and the respects in which they differ from others are revealed in this study by *U.S. News & World Report*.

1107. *Market for New Cars.*
U.S. News & World Report takes a peek at the 5,500,000 families which bought a new car in 1960 and reveals their buying habits, education, age, occupation, income and how they are defined from other U.S. families. The compact car also is studied.

1108. *The Business Market.*
This is an analysis of the business market buying most of the business goods and services sold today. The study is made within six major purchase areas and shows how many executives initiate and approve major business purchases. It also studies the extent to which these "decision team" executives are contacted directly by the seller. Published by *U.S. News & World Report*.

1109. *Customers for Hi-Fi and Stereo.*
This *U.S. News & World Report* study shows the buying habits, age, education, income, occupation etc. of today's customers for hi-fi and stereo and details how they differ from other U.S. families.

1110. *Customers for Scotch Whisky.*
How scotch whisky buyers differ in terms of buying habits, age, education, income, occupation, etc., from other U.S. families is detailed in this study by *U.S. News & World Report*.

1111. *Customers for Bourbon.*
Bourbon whisky buyers are analyzed according to buying habits, age, education, occupation, income, etc. by *U.S. News & World Report*, and differentiated from other U.S. families.

1112. *Market for New Falcon.*
This study details the characteristics—buying habits, income, future buying intentions—of a cross-section of families who purchased a new Falcon in 1960. It is published by *U.S. News & World Report*.

1113. *Market for New Valiant.*
U.S. News & World Report examines a cross-section of families who purchased a new Valiant in 1960. It determines the characteristics of Valiant buyers and the total car market in terms of buying habits, income, future buying intentions, etc.

1114. *Market for New Lark.*
Buying habits, incomes, future buying intentions, etc., of a cross-section of families who purchased a new Lark and comparisons with the total compact car market. It is issued by *U.S. News & World Report*.

1115. *Market for New Compact Car.*
This is a study of a national cross-section of families who purchased a Corvair, Falcon, Lark, Rambler American or Valiant, conducted to determine the basic characteristics of buyers of each make and the total compact car

ПЕРВЫЙ*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klapp Co.

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RECORD BANK DEPOSITS!

On April 12, Corpus Christi banks had more deposits than ever before, over $158 million, up more than $13 million in 13 months. Advertise where the money is, in the medium that reaches the people that have it!

The Corpus Christi Caller-Times

Represented by
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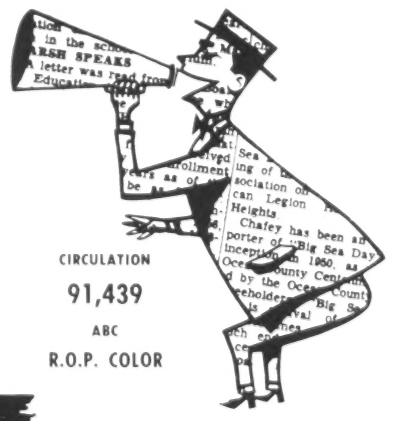
New York DALLAS Chicago



CIRCULATION
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ABC
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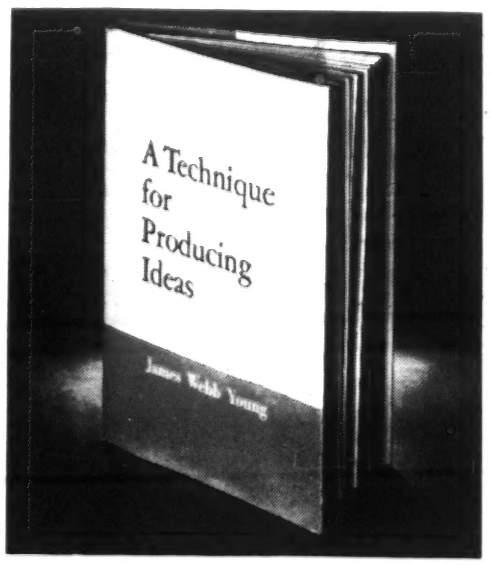
THE TEXAS GROUP
Represented by The Branham Co.

A Technique for Producing IDEAS



Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

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In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

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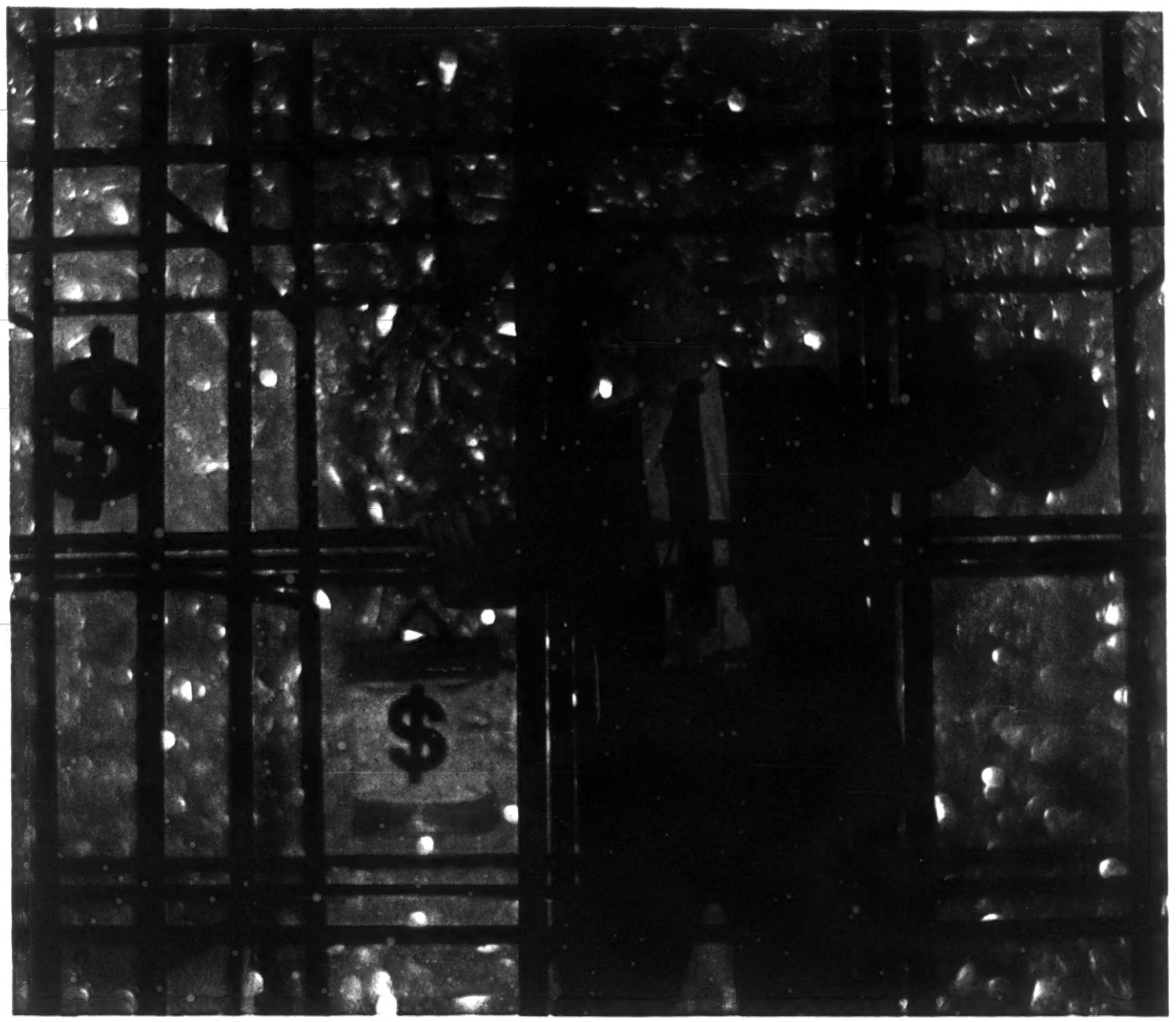

sales manager or design engineer?

READ 33

He's a sales manager . . . accustomed to competitive pressure which puts on the "squeeze". To be successful he must keep ahead in *many* areas . . . selling, merchandising, packaging, pricing, market analysis . . . all the while chasing higher sales goals. Nor can the design engineer afford a one-track mind. He must design a better product, find a better component or material or finish, deliver more value at less cost . . . all the while fighting close production deadlines. To make the grade in either field demands keeping ahead in *all* areas. The design engineer does it by reading MACHINE DESIGN, the magazine that serves the *total* spectrum of his needs and problems. How do you?

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BPA NBP MACHINE DESIGN

MORE EDITORIAL AWARDS

MORE READERSHIP

MORE ADVERTISING PAGES

MORE READER RESPONSE

MORE EFFECTIVE CIRCULATION

MORE MARKETING AIDS

Available Market Data—National

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market in terms of buying habits, income and future buying intentions. It is published by *U.S. News & World Report.*

1116. *Today's Customers for Food Waste Disposers.*
This study, done on a national basis, shows that today's customers for food waste disposers have certain well-defined characteristics which set them apart from other families in America—their buying habits, age, education, occupation, etc. It is issued by *U.S. News & World Report.*

1117. *Customers for Dishwashers.*
U.S. News & World Report has examined the buying habits, age, education, income, occupation, etc. of today's customers for dishwashers in this report.

1118. *Customers for Gin, Vodka.*
The buying habits, age, education, occupation and income of buyers of gin and vodka and how they differ from other families in the U.S. are covered in this booklet published by *U.S. News & World Report.*

1119. *Customers for Domestic and Imported Wine.*
This study examines the families which buy domestic and imported wines and compares them in terms of buying habits, age, education, occupation and income with other U.S. families. Issued by *U.S. News & World Report.*

1120. *Market for New Corvair.*
This study examines a cross-section of families who purchased a new Corvair in 1960 and compares Corvair buyers to the total compact car market in terms of buying habits, income, future buying intentions. It is published by *U.S. News & World Report.*

1121. *Market for New Rambler American.*
Buyers of new Rambler American cars during 1960 are compared with the total compact car market in terms of buying habits, income and future buying intentions in this report from *U.S. News & World Report.*

1127. 1961 *Truck Tire Census.*
This is a study of U.S. truck owners and includes tire purchases, brand names, reason for purchase and opinions on brands. It is issued by *Newsweek.*

1128. 1961 *Automobile Tire Census.*
Newsweek examines automobile tire purchasers, giving dates of purchase, reasons for brand purchase, where purchase was made and opinions about brands.

1129. 1961 *Census of New Car Buyers.*
This is a study of attitudes and opinions of 1961 car buyers regarding car styles, mechanical reliability, experience with the dealer, reasons for purchase and characteristics of buyers. It is published by *Newsweek.*

1130. 1961 *Census of New Truck Buyers.*
Newsweek has issued this study of 1961 model truck buyers including reasons for purchase, opinions and attitudes regarding mechanical reliability, design, economy of operation of new truck, and previous truck buying history.

1131. *U.S. Market for Scotch Whisky.*
This is an analysis of 1950 through 1959 sales and imports of Scotch whisky in the U.S. by states and geographical areas issued by *Newsweek.*

1132. *The U.S. Market for Gin.*
This is an analysis by *Newsweek* of sales of gin in the U.S. from 1950 through 1959 by states and geographical areas.

1133. *The U.S. Market for Bourbon Whiskies.*
This is a study by *Newsweek* of 1959 bourbon whisky sales in the U.S. including ten-year records of markets by states and geographical areas.

1134. *U.S. Market for Vodka.*
Newsweek studies vodka sales in the U.S. for 1959 and the first six months of 1960. A nine-year record of markets by states and geographical areas is included.

1135. *Gas & Electric Utility Appropriations.*
This is a quarterly survey of capital appropriations of 125 electrical generating and transmission companies and 53 gas transmission and distribution companies. This study, issued by *Newsweek,* was conducted by the National Industrial Conference Board in conjunction with the Edison Electric Institute and the American Gas Assn.

1136. *Continuing Study of Consumer Buying Plans.*
This study, conducted by the National Industrial Conference Board and sponsored by *Newsweek,* will be published periodically. It covers U.S. adults' opinions on general business conditions; employment; personal finances; plans to buy houses; automobiles; apparel; household furnishings; appliances; and vacation and travel plans.

1137. *A Study of the Magazine Market.*
Reports on audience size and characteristics and consumer purchases and degree of media exposure to magazines and television for 18 consumption items are included in this study issued by the Magazine Advertising Bureau. Data is shown on ownership, purchase and intention to purchase of 12 durable goods, products or services.

1138. *Automotive Report.*
This is an analysis on make and model of car owned, annual mileage, extras in car, gasoline; motor oil purchases, additives used, car wax, polishes, etc. It covers the repairs and maintenance jobs respondents did themselves and gives brands of automotive accessories purchased. It also includes business ownership of cars and trucks. It is published by *Mechanix Illustrated.*

1139. *True's 19th Liquor Report.*
This study gives detailed statistics on liquor sale for 1960 and 1959. Trends include liquor sales by types and states for a 10-year period. It is published by *True.*

1140. *Men's Apparel Survey, 1960.*
This is a study by *True* of men's apparel items by place of purchase, ownership, price paid, fabrics preferred, number owned, number bought and number received as a gift last year. Men's shirts, suits, footwear and other accessories are some of the items covered.

1141. *Entertainment Survey, 1961.*
True gives types of liquor, wine, beer and soft drinks served by its audience, including brands, size and number of bottles bought, and annual expenditures for these beverages. It also gives the extent of liquor and wine purchases for gifts with information on amounts purchased and for what occasion.

1142. *Reader Characteristic Survey, 1960.*
This is a study of the age, income, education, ownership of automobiles and other items, smoking and drinking habits and recreational activities of *Cavalier* readers.

1143. *Make-Up, Nail Care, Hand Care, Skin Care.*
This is an annual report on the use of a wide variety of cosmetic and toilet preparations relative to make-up, nail care, hand care and skin care. The study is issued by the Fawcett Women's Group.

1144. *Hair Preparations, Cleanliness, Oral Hygiene.*
This annual study from Fawcett Women's Group shows usage of a wide variety of cosmetic and toilet preparations relative to shampoos, hairdressing, hair sprays, rinses, types of clips or curlers used; soaps or talcum powders used; dentifrices and items of personal daintiness. Brands and place of purchase are covered.

1145. *Beauty Reader Form.*
This is a continuous survey on product use, brand preference, and place of purchase for about 50-plus toilet goods items. It includes use of specific cosmetic items by age groups and is issued by Fawcett Women's Group.

1146. *Home Improvement Survey, 1960.*
This is a survey of the readers of *Mechanix Illustrated* to measure the do-it-yourself market. It gives a detailed account of the activities and purchasing habits of a selected group who are the pacesetters for home improvements in their communities. The report covers the type of improvements respondents make, the extent of their tool ownership and buying intentions, purchase of paints, wallboard and other construction materials and the brands of products used. A section is included on ownership and usage of cameras and photographic equipment.

1147. *Entertaining in the Home.*
A survey on how frequently the *House Beautiful* family entertains, the kind of entertaining, including liqueurs, wines and champagnes: how used and how served; frequency and increase in use; occasions when used; male-female use; brand selection; gift giving, etc.

1148. *Men's Toiletries.*
A study of trends in the buying habits of sportsmen, as related to men's toiletries. It includes usage and brands in such categories as razors and blades, shaving creams, shampoos, after-shave lotions, hair tonics, deodorants, artificial tanning lotions, tooth cleaners, insect repellents, etc., and place where purchased. It is published by *Sports Afield.*

1149. *Interim Grocery Report.*
This study brings up to date distribution data through all types of food outlets and supplements material produced a year earlier in *This Week Magazine's* major biennial study. It also includes a section, "New Challenges in a New Decade," highlighting trends and events current in the industry.

1150. *New Dynamics in Drugs and Toiletries.*
This Week Magazine's eighth biennial study of distribution of drugs and toiletries covers leading drug chains and includes reactions from a *This Week* panel of drug executives, new product information, shopping center data and trends in the drugs and toiletries industry.

1181. *Flying Survey.*
This is an analysis of the market of men engaged in business and pleasure flying and who subscribe to *Flying.* The material includes aviation activities, pilot status, equipment ownership and usage as well as readership and demographic data.

1182. *General Aviation Market.*
This is a series of data sheets based on U. S. government statistics describing the size and nature of the market for goods and services used in connection with business and private flying in America today. It is issued by Ziff-Davis Publishing Co.

1183. *Citizen's Band Market.*
Ownership of citizen's band shortwave radio equipment is covered in this survey of *Popular Electronics* readers.

1184. *Citizen's Band Radio.*
This is a study of citizen's band shortwave radio equipment owners, their occupation, use of the citizen's band equipment and other electronics equipment owned and the per cent who read or do not read *Electronics World.*

1185. *Electronics World Reader Survey.*
Information on the vocational and avocational activities of readers of *Electronics World* and on their ownership and purchase of various types of electronic and related equipment is covered in this survey. Demographic information is also provided.

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You can't tell how big Albuquerque is by looking at shipping schedules. Retail Sales give you the picture. Albuquerque is the 60th largest city in the country.* Don't overlook the Quarter Million Consumers in ALBUQUERQUE, NEW MEXICO . . . A BIG CITY . . . A BIG POCKETBOOK.
(*Source U.S. Census Bureau)

Buying at the Distribution Point Doesn't Always Reach the Consumer!

You're missing 50% of your market if you spend your advertising budget in West Texas distribution points — 50% of the products shipped into these areas are reshipped to dealers in New Mexico. Spend your advertising dollars on consumers, not warehouses!

Write.. Call... NOW!

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KDEF
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KMGM
KQEO
KARA
KLOS
KOB
KOAT-TV
KOB-TV
KGGM-TV
Perry Simmons Bus Benches
Llewellyn Outdoor Advertising

ALBUQUERQUE NEW MEXICO

1186. *Electronics World-Hi-Fidelity Facts.*
This is a series of data sheets describing the market for hi-fi equipment among readers of *Electronics World*. Ownership and buying plans for stereo equipment, turntables, pick up arms, cartridges, etc., are covered.

1187. *HiFi/Stereo Fact File.*
This is a study of hi-fi record and tape ownership and buying plans of readers of *HiFi/Stereo Review*.

1188. *Hi-Fidelity Market.*
Purchase, use and plans to buy of hi-fi equipment, records and tape among readers of *Popular Electronics* are included in this study of readers of *Popular Electronics*.

1189. *HiFi Stereo Review Survey.*
Brand preferences, ownership, buying activities and plans to buy music and hi-fi equipment among readers of *HiFi Stereo Review* are covered in this study.

1190. *Enormous Gardener of Emmaus.*
The home garden market is analyzed by age, sex, gardening interests, home ownership, buying patterns and working and reading habits in this 10-page file issued by *Organic Gardening & Farming*.

1191. *Profile of the Enormous Gardener of Emmaus.*
This 16-page reader survey covers the home garden market; the saving, buying, gardening and reading habits of subscribers to *Organic Gardening & Farming*. It includes ownership, income, sex, working hours and garden equipment preferences.

1192. *Power of Prevention.*
The natural health market, including readership of *Prevention* by age, sex and health interests and the buying habits of senior citizen subscribers are covered in this series of data sheets.

1193. *Just How Big Is Power of Prevention.*
This 12-page profile analyzes *Prevention* readership by age, sex, home ownership, buying patterns and health interests.

1194. *Characteristics of Reader's Digest Primary Households and Readers.*
This booklet gives various characteristics of the population of the U. S. as a whole with comparisons of readers of *Reader's Digest* and eight other magazines—*Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's, The Saturday Evening Post* and *Time*. Included are age and sex, income, occupation, education, length of time married, ownership and purchase of major possessions, travel and recreation, etc.

1195. *Survey of Gasoline Service Stations.*
A survey issued by *Reader's Digest* covers gasoline service stations, including amount of business handled through credit cards; gasoline, oil, batteries, spark plugs sold; brands sold and dealer attitudes toward the various manufacturers of these brands.

1196. *Characteristics of Reader's Digest Primary Households and Readers—Western Edition.*
This booklet gives data on the total population of the western states in which the western edition of *Reader's Digest* is circulated, with comparisons of readers of *Reader's Digest*. Characteristics covered are sex, age, income, education, occupation, length of time married, ownership, food and grocery purchases, etc.

1197. *Characteristics of Reader's Digest Primary Households and Readers—Metropolitan N. Y. Edition.*
This booklet gives data on the total population of the metropolitan New York area in which the metropolitan New York edition of *Reader's Digest* is circulated, with comparisons for readers of *Reader's Digest*. Characteristics covered are sex, age, income, education, occupation, length of time married, ownership, food and grocery purchases, etc.

1198. *Key to the Kosher Market.*
This 36-page brochure on the kosher market in the U. S. covers the basic rules of the Jewish dietary laws, the development of the Kosher Certification Service since its formation in 1925, procedures for joining the program, and views and needs of kosher shoppers. It is published by the Union of Orthodox Jewish Congregations of America.

1199. *National Automobile and*

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American INDUSTRY

INDUSTRIAL Purchasing Agent

AMERICAN INDUSTRY goes each month to 25,000 plant managers of concerns with 100 employees or more—concerns responsible for 75% of nation's business.

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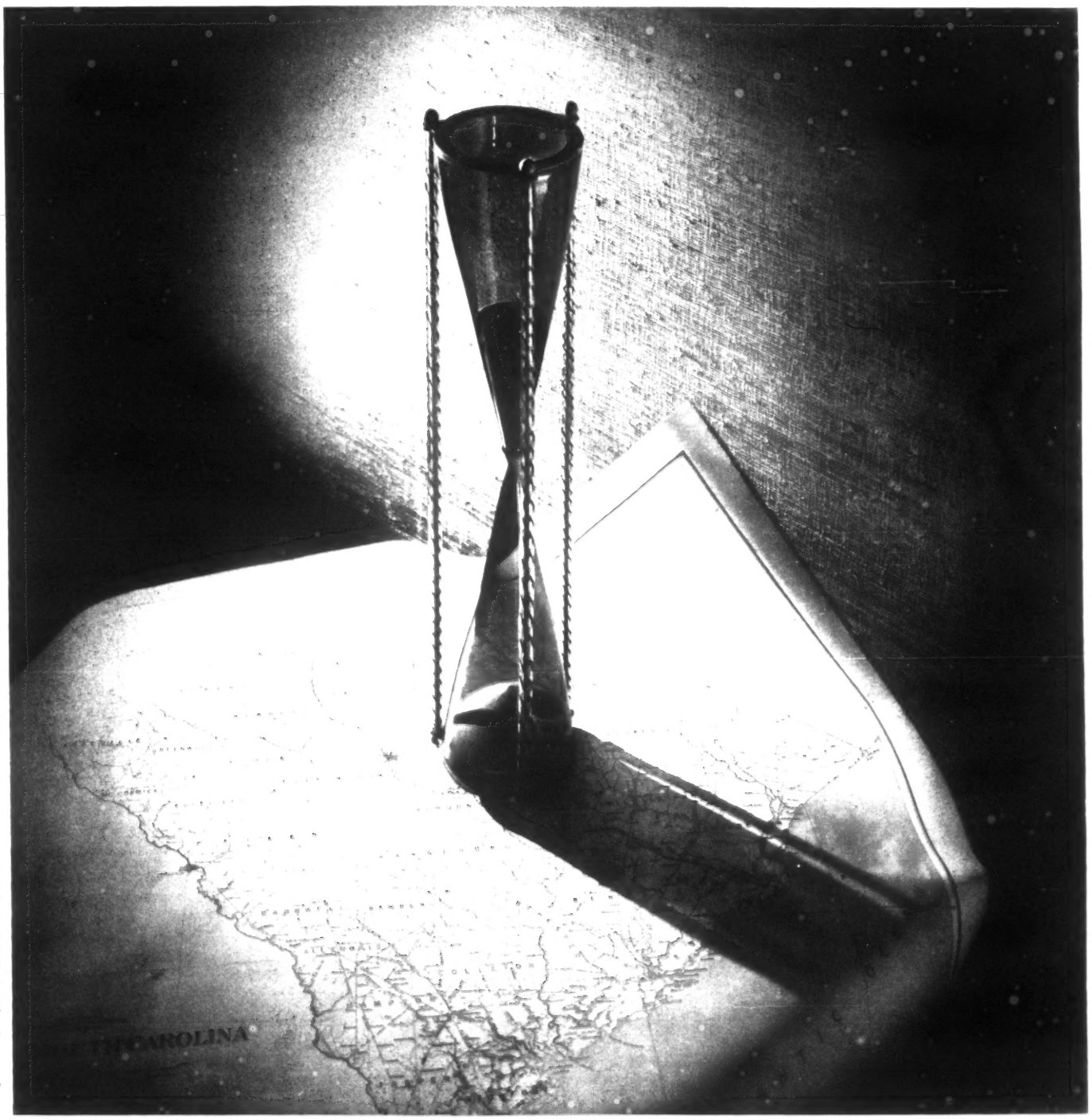


OURS: We don't exactly *own* South Carolina, but we claim it as our beat. Our oyster, in a real sense. It opens up for us because we know its business, government, culture, people. People best of all: their likes, dislikes, habits, greatnesses, and strengths. A knowledge growing out of nearly 30 years of operating broadcasting facilities in the capital city. This is why we're credited with a 78.7% share of viewing (by Nielsen) in the Columbia Metropolitan Area. Over a quarter million people in the 1960 Census, largest in the state and second only to Charlotte in *both* Carolinas. And our 1526-foot tower makes more of *all* South Carolina ours than any other station can claim. This is another good reason why South Carolina's major selling force is

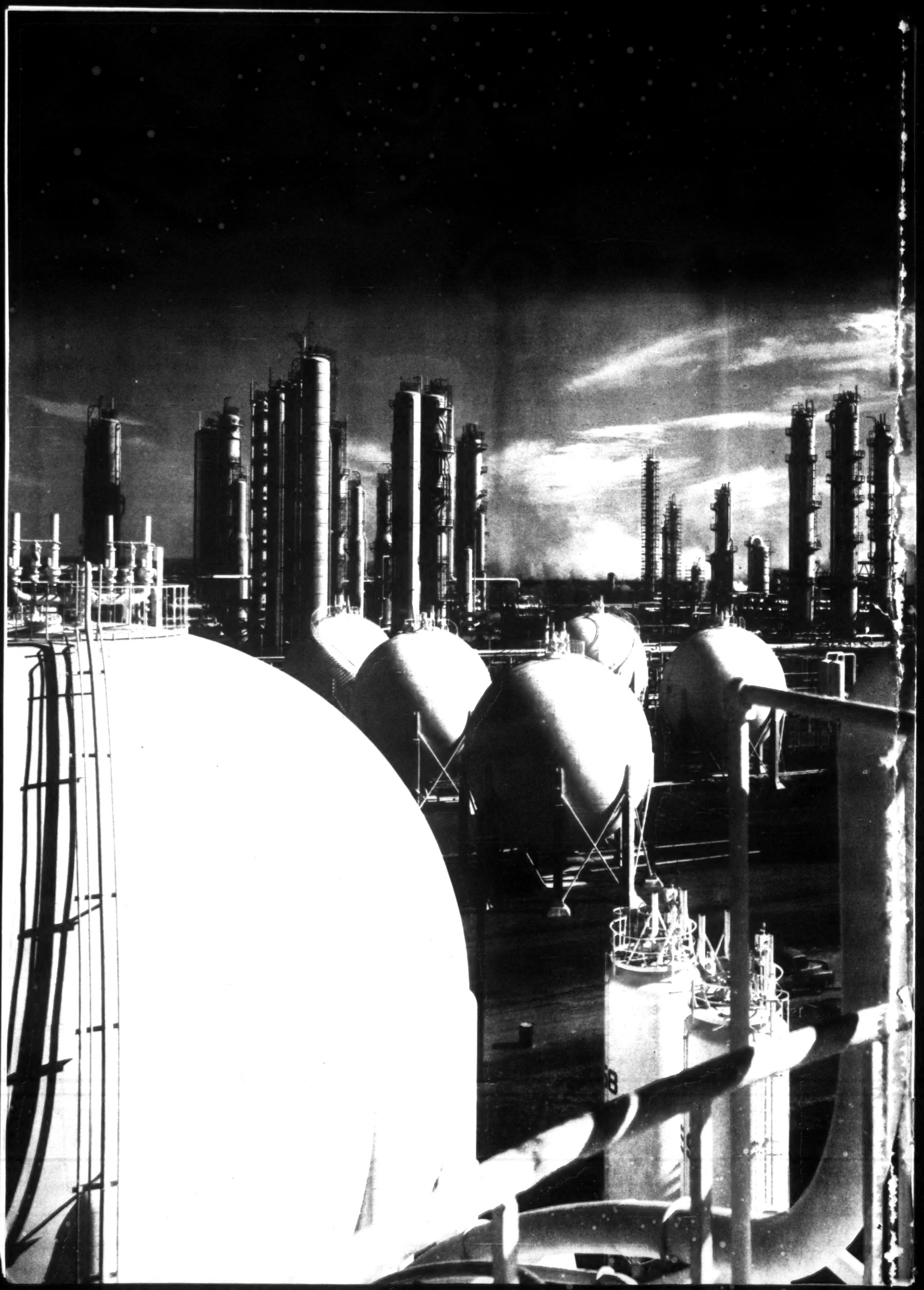
WIS television NBC/ABC—Columbia, South Carolina

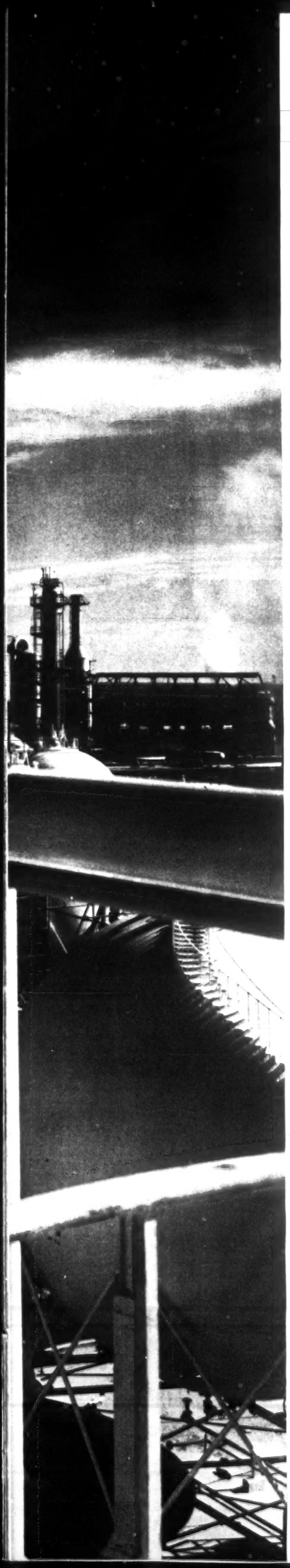
Charles A. Batson, *Managing Director*

A STATION OF THE BROADCASTING COMPANY OF THE SOUTH

G. Richard Shafto, *Executive Vice President*

WIS television, Channel 10, Columbia, S.C. • WIS Radio, 560, Columbia, S.C. • WSFA-TV, Channel 12, Montgomery, Ala. / All represented by Peters, Griffin, Woodward, Inc.





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ONE KIND OF MAN DOES...*the technical decision-maker.* He carries the "Yes-No" buying command over the materials and equipment that keep this new, multi-million Petro-Tex plant rolling at top production.

THE TECHNICAL DECISION-MAKER is charged with spending-at-profit the *Chemical Process Industries' $55.3-billion budget for materials and equipment. His operating responsibilities imply this privilege. His engineering training provides exceptional qualifications. Studies of his actual buying activity confirm these facts. *(See the most recent, "CPI Buying Patterns," by Universal Marketing Research, an Alfred Politz affiliate. Call your CE representative.)*

YOUR ADVERTISING, aimed directly at *the technical decision-maker*, can talk engineering *and* economics . . . a double-impact that couldn't be more timely than right now. When you hit him, you hit at the pivot-point between technology and profits in the CPI. Only one publication shares this strategic spot with him, *his own* . . .

CHEMICAL ENGINEERING

A McGRAW-HILL PUBLICATION 330 W. 42d ST., NEW YORK 36, N. Y.

PETROCHEM PANORAMA—the largest non-captive butadiene plant in the country, Petro-Tex Chemical. Jointly owned by Tennessee Gas Transmission Co. and Food Machinery and Chemical Corp., this giant also produces *n*-butene, isobutylene, diiso-butylene, triiso-butylene and alkylate.

Available Market Data—National

To secure copies of data listed, use the return cards

Tire Survey.

Ownership, brands owned and opinions of dealers are covered in this survey of people who own, recently bought, or plan to buy passenger cars, tires and batteries. It is issued by *Look*.

1200. *Hobby, Educational Hobby Toys and Crafts Market.*

This booklet lists estimated hobby and educational hobby-toys and crafts sales at retail by states. It also gives sales by region. It is published by Hobby Publications Inc.

1201. *McCall's Female Audience.*

Based on a national study, this report compares marketing characteristics of all U. S. females and of women readers of *McCall's*, including households, children, occupation of household head, ownership of homes, autos, appliances, drugs and cosmetics, foods, etc.

1221. *High School Girls.*

A brochure from *Seventeen* includes purchases by high school girls of 58 types of wearing apparel and accessories and items such as radios, watches, typewriters, record players, cameras, pens, etc.

1222. *College Freshmen Girls.*

A *Seventeen* brochure covers items girls bought to take with them to college: Over 60 types of apparel and accessories, 16 types of items for their rooms (from towels to clocks) and 14 products for fun and work (from cameras to bicycles). Average cost per article bought and average number bought are included.

1223. *Beauty Purchases of Women Under 20.*

Purchasing habits, place of purchase and frequency of use by teen age women of 10 kinds of fragrance items, 13 kinds of face makeup, six kinds of eye makeup, nine kinds of nail care products, six kinds of summer products, 10 kinds of skin care items, 24 kinds of hair care items, six kinds of oral hygiene products and seven kinds of items for personal daintiness are covered in a brochure from *Seventeen*.

1224. *Automobile Buyers.*

Interest in compact cars, image of the compacts, change in the image, comparative image, dealer reactions to compacts, differences between declared and undeclared car prospects, etc., are covered in a 100-page presentation on the total car buying public by the National Broadcasting Co.

1225. *Shift Time Radio.*

A 26-page brochure from Edward Petry & Co. gives number of auto radios, blue collar workers, income, purchases, listening in automobiles, shift time listening patterns, and individual shift time capsules for 17 markets.

1226. 184 *Newspaper Markets.*

A 78-page brochure issued by the *Richmond Times-Dispatch* gives population, consumer spending units, net buying income, households in four income categories, food store, eating and drinking places, general merchandise, apparel, furniture, household and appliance, automotive, service station, lumber and building material and hardware, and drug store sales, etc., for 184 newspaper markets.

1227. *Distilled Spirits.*

The U.S. market for distilled spirits is broken down by household income, age, and household head's occupation in a brochure from *Time*. Whisky, rum, gin, vodka, etc., are covered.

1228. *Top 100 Counties.*

Analyses of the top 100 counties, next 970 counties and all other counties, as well as metro areas, in the U.S. as to total population, urban population, income, households with income over $10,000 and under $2,500, total retail, 10 retail categories, 15 insurance categories, office equipment sales, construction, mining, wholesale trade, finance, 20 manufacturing classifications, etc., appear in a file from *Time*.

1229. *Imported Spirits.*

U.S. imports of distilled spirits, 1947-59; imported spirits consumption as percentage of total consumption; types of markets; relative sales standings; consumption of Scotch whisky, Canadian whisky and the top 50 metropolitan areas for each with case sales; five-year trends of their sales; and top 50 markets for brandy, gin, cordials, rum, etc. appear in a 40-page booklet published by *Time*.

1230. *Office Equipment Buyers.*

Business equipment exposition visitors are broken down by type of their companies' business, their positions and purchasing influence wielded in the selection of 25 types of equipment in a booklet prepared by *Time*.

1231. *50 Top Metro Areas for Distilled Spirits.*

A 74-page booklet from *Time* presents 1959 case sales of 10 types of distilled spirits in the top 50 metropolitan areas for each type and ranks the top 50 metro areas for total distilled spirits.

1232. *Swimming Pool Market.*

Swimming Pool Age presents a folder with number of pools by area; pool builders' and suppliers' volume; growth of pools by type; equipment of residential and nonresidential pools; major items sold by pool builders, dealers and distributors; and public pool equipment purchases and expenditures for supplies, etc.

1233. *'Family Weekly' Market.*

A sheet from *Family Weekly* compares total U.S. retail, food store and drug store sales with the equivalent figures for the 195 markets and 598 counties in which the supplement has 20% or better coverage.

1234. *Consolidated Consumer Analysis.*

Share of market by brands in more than 100 grocery categories are given for 21 major markets in the U.S. in a booklet issued by Consolidated Consumer Analysis Newspapers, Box 661, Milwaukee.

1235. *Sports Attendance.*

A recap of total official attendance figures for the major organized sports in the U.S. in 1960, including a breakdown of baseball and racing attendance in eight major cities, is presented in a booklet issued by Triangle Publications, New York.

1236. *Brand Usage.*

This is a survey of brand usage of beer and ale, cigarets, coffee, cold cereals, dog food, gasoline, milk additives and tea in Boston, Baltimore, Pittsburgh, Cleveland and San Francisco. Issued by Television Advertising Representatives Inc., New York.

SOON TO BE PUBLISHED

1101. *Major U.S. Markets Analysis-1961.*

Sales ranking by dollar volume of all 300 metropolitan market areas in the country in ten major sales classifications are covered in this ninth annual market data booklet issued by the *News & Record*, Greensboro, N. C. Gain or loss of rank (1960 over 1954) of all metropolitan market areas in major sales classifications in dollar volume are given in descending order. Also shown is the ranking of the nation's top 100 metropolitan market areas in dollar volume in descending area and per household or per family retail sales in descending order. To be published in June.

1152. *Smoking Survey.*

This study of smoking habits of *True* readers will be published in the summer of 1961. It will give brands of cigarets, cigars, pipe tobacco and pipes as well as data on the amount spent and the quantity consumed. The number of other smokers in the household is also covered.

1153. *Men's Toiletries Survey.*

This report covers ownership and usage of shavers and razors. Brands owned and other shaving habits are given. Usage of men's toiletries and drug items, brands purchased and place of purchase are also listed in the report. It will be published in the summer by *True*.

1154. *Market for Canadian Whisky.*

An analysis of 1960 Canadian whisky sales in the U. S., including ten year records of markets by states and geographical areas, will be issued in July by *Newsweek*.

1155. *Market for Brandy and Cognac.*

A report on 1960 brandy and cognac sales in the U. S., including ten-year records of markets by states and geographical areas, will be available from *Newsweek* in July.

1202. *National Appliance Survey.*

A study giving brand positions of major and portable household appliances, as well as brand loyalty, servicing of appliances and financing of appliance purchase will be published by *Look* next fall.

1203. *Reader's Digest Regional Editions Marketing Data Booklet.*

This booklet will show population, households, income and retail sales by states and metropolitan areas within the regions covered by *Reader's Digest* regional editions. It will be published in June.

1204. *Market for Tape and Records Among Photographic Enthusiasts.*

This will be a study of the market for tape and tape recorders among readers of *Popular Photography*, including purchasing, ownership and use of tape recording equipment as well as raw and pre-recorded tape. It will be issued early in the summer.

1206. *The Bridal Market in America.*

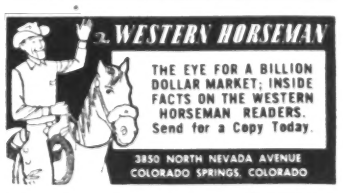
A series of fact sheets based on government figures which describe growth, composition and characteristics of the bridal market in the U. S. will be published in early summer by Ziff-Davis Publishing Co.

FARM MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers of the material.

2000. *Rural Market (Appliances).*

This survey shows the buying



START WITH GOES LITHOGRAPHED BORDERED BLANKS
PRODUCED IN 2 OR 3 COLORS . . . COPYRIGHTED DESIGNS . . . OVER 1683 DESIGNS TO CHOOSE FROM

ADD YOUR COPY for OVERPRINT
IN ONE COLOR

RESULT HIGH QUALITY, LOW COST COLORFUL

COUPONS
GUARANTEES
WARRANTIES
AWARDS
CERTIFICATES
FUND VOUCHERS
ENCLOSURES
DIRECT MAIL RESULT PULLERS
INSTRUCTION CERTIFICATES
INSPECTION CERTIFICATES
MEMBERSHIP CERTIFICATES
ORDER FORMS

KELO-LAND
is a 103-county market. We have engineered KELO-LAND TV coverage to blanket all 103 counties. No other tv facility or "package" of unrelated stations can come even close to it!
ONE BUY! ONE RATE CARD! ONE FILM ORIGINATION GETS YOU ALL KELO-LAND SIMULTANEOUSLY!

MAJOR MARKET
TIE IT UP TIGHT WITH ONE BUY!
KELOLAND tv
KELO-tv SIOUX FALLS and boosters
KDLO-tv Aberdeen, Huron, Watertown • KPLO-tv Pierre, Valentine, Chamberlain
JOE FLOYD, Pres.; Evans Nord, Gen. Mgr.; Larry Bentson, Vice-Pres.
Represented by H-R In Minneapolis by Wayne Evans & Associates
CBS • ABC

KELO-LAND TV GIVES YOU:
24.8% more viewers than the highest rated Omaha station.
27.7% more viewers than the highest rated Des Moines station.
93.0% more viewers than the highest rated North Dakota station.
51.6% more viewers than the highest rated Duluth-Superior station.
Source: ARB Audience Reports November 1960, average quarter-hour homes reached Sunday thru Saturday 9 a.m. to midnight.

Business Week Now Offers...

"Instant" Closing for your Announcement Advertising

PLATES ON TUESDAY...
"IN-THE-MAIL" THURSDAY

Business Week builds a better mousetrap. Now advertisers with urgent announcements can reach Business Week's management readers with unprecedented last-minute, same-week speed. Effective immediately, Business Week will accept two pages of advertising each week on the following basis:

Reservation on Monday. Plates on Tuesday. In-the-mail Thursday. In-subscribers'-hands beginning Friday morning. All in the same week. This, we believe, is the fastest short-notice ad closing offered by a major national magazine.

Here are details on Business Week's new "Short-Notice Ad Closing":

Deadline for Reservations: Monday at 4 p.m. Our Business Department in New York must have your reservation, at the latest, by 4 p.m. on Monday of week-of-issue. For quickest service, write or phone K. D. Reynolds, Production Manager, Business Week, LOngacre 4-3000, 330 West 42nd Street, New York 36, N. Y.

Deadline for Plates: Tuesday at 1 p.m. To meet our "Short-Notice Closing," your plates must be in the hands of our Production Manager, in our New York office (Room 3000), by 1 p.m. on Tuesday of week-of-issue, at the latest. (Sorry, no extensions possible.)

Acceptable Units: Black-and-White Page or Spread. Business Week can accommodate a maximum of two pages per week on a "Short-Notice" basis: either two single black-and-white, non-bleed full pages, or one black-and-white two-page spread (gutter bleed only). Only complete plates can be accommodated. Corrections, additions, or plate refinements are not possible on so fast a schedule.

Price: A premium of 10% will be charged over and above regular advertising space rates for the "Short-Notice" closing service. Agency commission applies to premium.

Business Week's new "Short-Notice Closing" enables advertisers to break quickly with announcements that depend on fast timing: advertising connected with current news events...urgent policy statements...important model changes, etc. And these advertisements will be seen the same week by the most concentrated management audience in the general-business and news publication field. These are the men whose "yes" is required in the purchase of your product . . . whose opinion of your company influences its future.

BUSINESS WEEK

USE BUSINESS WEEK ...WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN ...ON "SHORT-NOTICE"

BUSINESS WEEK, 330 W. 42 St., N. Y. 36, N. Y. • A McGraw-Hill Magazine

Big... EXPLOSIVE NEWS is about to happen in Remarkable ROCKFORD

FREQUENCY and BULK DISCOUNTS will become AVAILABLE JULY 1st in the ROCKFORD MORNING STAR & Register-Republic

One does it

Heating, Piping & Air Conditioning serves all the factors you must reach in the industrial-big building field

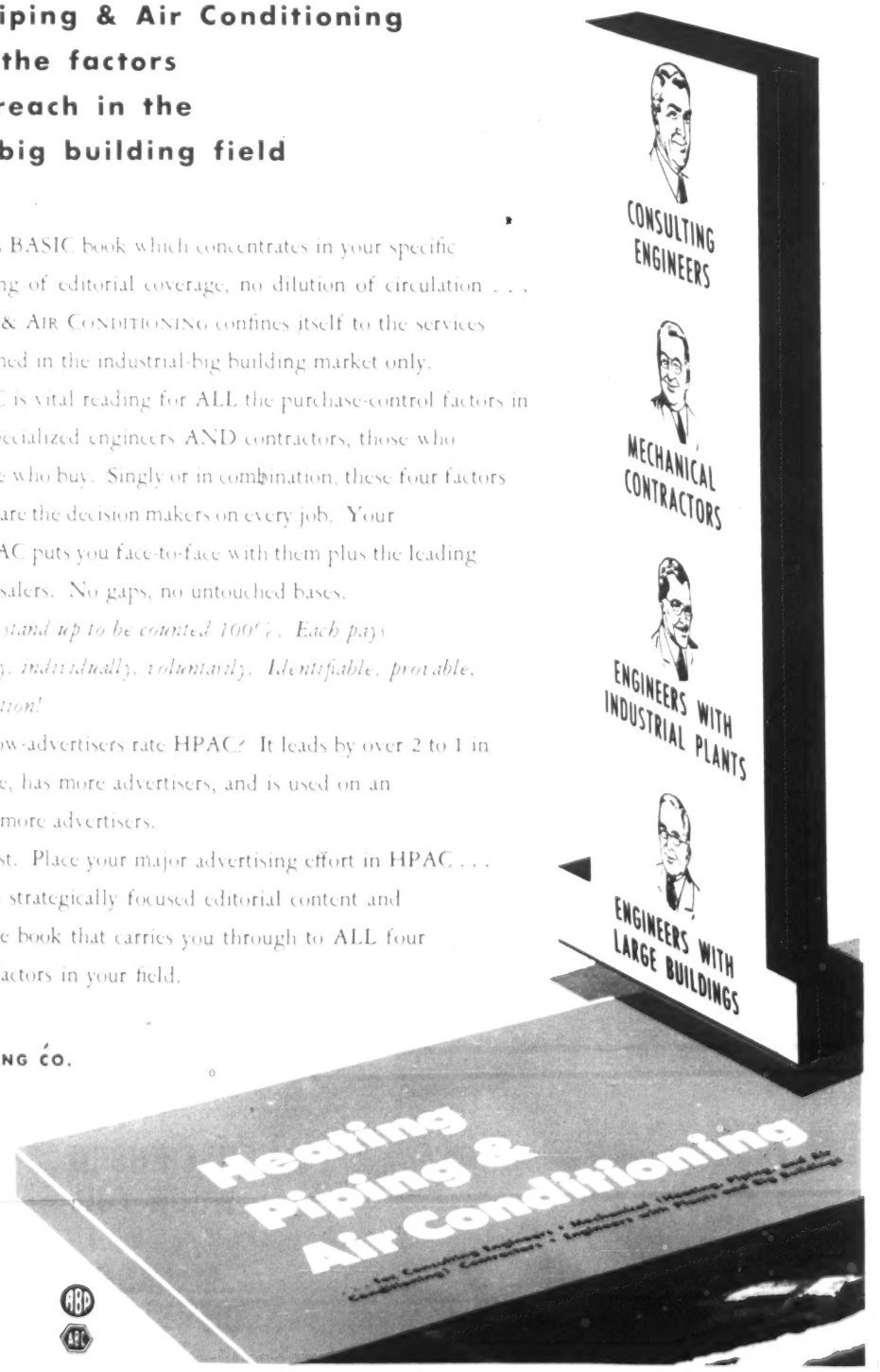
Concentrate in this BASIC book which concentrates in your specific field. No stretching of editorial coverage, no dilution of circulation . . . HEATING, PIPING & AIR CONDITIONING confines itself to the services for which it is named in the industrial-big building market only. As a result, HPAC is vital reading for ALL the purchase-control factors in this field — the specialized engineers AND contractors, those who specify AND those who buy. Singly or in combination, these four factors (shown on right) are the decision makers on every job. Your advertising in HPAC puts you face-to-face with them plus the leading OEM's and wholesalers. No gaps, no untouched bases.

And these readers stand up to be counted 100%. Each pays for HPAC directly, individually, voluntarily. Identifiable, provable, responsible circulation!

How do your fellow-advertisers rate HPAC? It leads by over 2 to 1 in advertising volume, has more advertisers, and is used on an exclusive basis by more advertisers.

Put first things first. Place your major advertising effort in HPAC . . . the book with the strategically focused editorial content and circulation . . . the book that carries you through to ALL four purchase-control factors in your field.

KEENEY PUBLISHING CO.
6 N. Michigan
Chicago 2,



Available Market Data—Farm

To secure copies of data listed, use the return cards

intentions of members of rural electric cooperatives for 17 key electrical appliances for 1961. It is expanded to show buying intentions for 4,800,000 rural families. Published by National Rural Electric Cooperative Assn.

2001. *The Farm & Ranch Petroleum Market is Worth Cultivating.*
A data sheet issued by *Colorado Rancher & Farmer* shows sums spent by Colorado and Wyoming farm families in 1959, compared with 1954 on motor trucks, tractors, automobiles, gasoline and oil.

2002. *Colorado Crop Production.*
A sheet issued by *Colorado Rancher & Farmer* gives the average crop production (in 23 categories) in tons by Colorado farmers for 1949-59, and a forecast of crop production for 1960.

2003. *Travel Survey of Colorado Farm & Ranch Families.*
This survey deals with the estimated travel plans for 1960 of Colorado farm and ranch families, and actual traveling done by these families in 1959. Published by *Colorado Rancher & Farmer.*

2004. *Mail Order Purchases by Colorado's Ranch & Farm Families.*
This survey lists the dollar purchases through mail order of Colorado ranch and farm families. Issued by *Colorado Rancher & Farmer.*

2005. *Acreages of Specified Crops Harvested by Counties (Colorado).*
A list of crops harvested by counties in Colorado as listed in preliminary reports of the Colorado Department of Agriculture. Issued by *Colorado Rancher & Farmer.*

2006. 1959 *Acreage of Sorghums Harvested in Colorado.*
A list by counties of grain sorghums, forage and silage sorghums harvested in Colorado during 1959. Issued by *Colorado Rancher & Farmer.*

2007. *Equipment on Colorado Farms by Counties.*
A four-page sheet containing a county-by-county breakdown in Colorado on the number of wheel, crawler and garden tractors; automobiles, trucks and grain combines on farms. Compiled by *Colorado Rancher & Farmer.*

2008. *Colorado Grain Storage, October, 1960.*
This data sheet contains information on the amount of wheat, old corn, oats, barley and old sorghum grain (by thousands of bushels) which is stored on Colorado farms as of October, 1960. Issued by *Colorado Rancher & Farmer.*

2009. *Colorado Market for Livestock Feeds, Supplies & Remedies.*
A list of livestock on farms and ranches in Colorado in 1959, compared with 1954. Published by *Colorado Rancher & Farmer.*

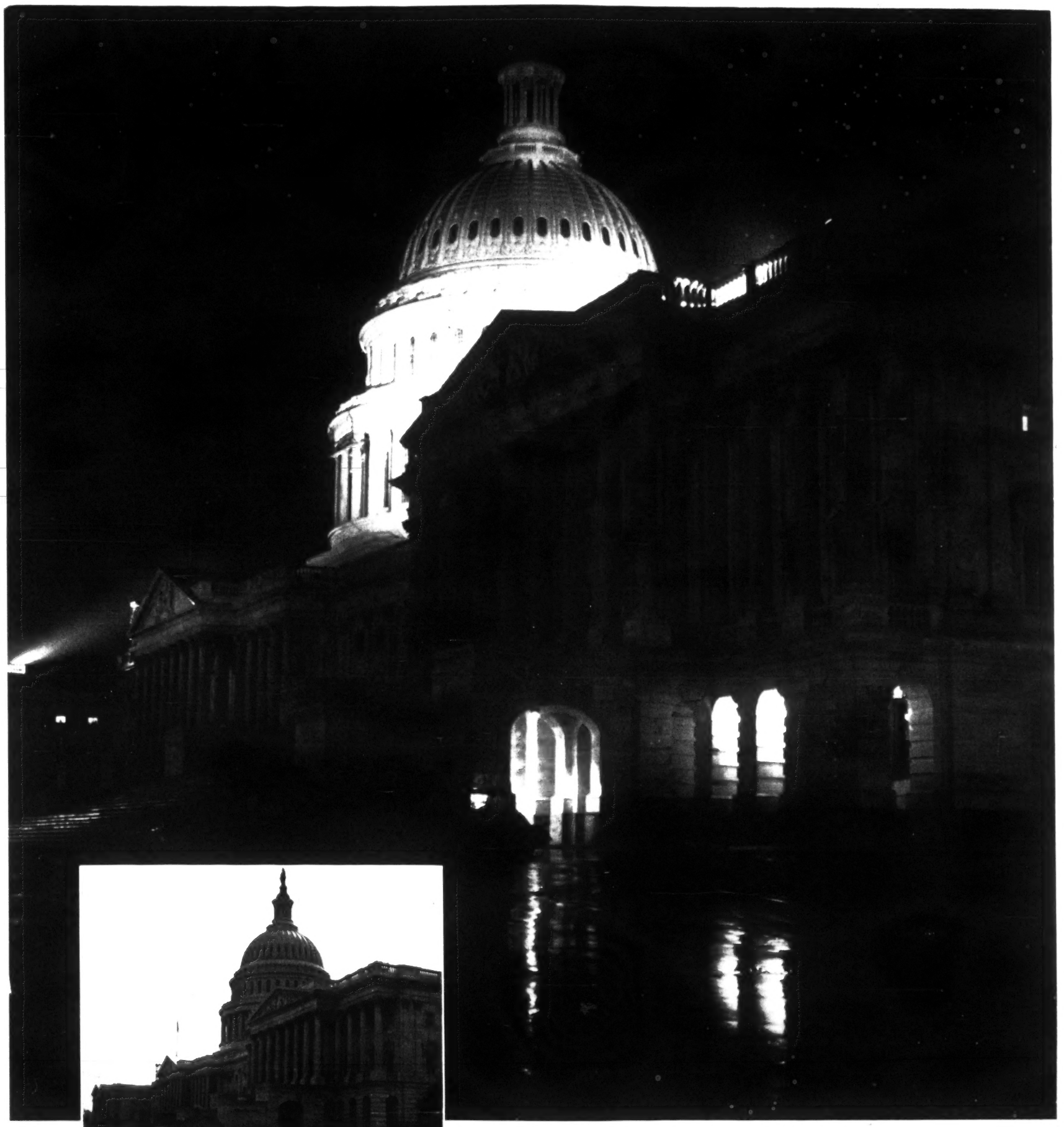
2010. *Corn Trend in Colorado.*
This sheet contains figures for 1959 and 1954 on the number of corn pickers on Colorado farms, corn dollar sales, bushels of corn harvested for grain, and corn cut for silage. Issued by *Colorado Rancher & Farmer.*

2011. *Cash Receipts by Commodities and Commodity Groups, 1958-59.*
The monetary values of livestock and products, crops raised in Colorado in 1958 and 1959 are contained in this data sheet published by *Colorado Rancher & Farmer.*

2012. *Quality Farm Market Maps.*
Two maps of Washington and Oregon contain data on commercial farms, farms grossing over $5,000, grange paper circulation, wheel and crawler tractor-owning farms, and farms reporting use of commercial fertilizers, by counties. Issued by *Pacific Grange Farm Group.*

2013. *Department Store Charge Accounts of Colorado Ranchers.*
This sheet contains a list of key Colorado cities and the number of Colorado ranchers and farmers who have department store charge accounts in those cities. Issued by *Colorado Rancher & Farmer.*

2014. *Facts about Farm Chemicals.*
This booklet contains information on the farm chemicals mar-



Washington looks different at night. The 243,000 Federal Government employees have closed up shop. The bustle of daytime bureaucracy is transformed into the calm of the armchair at home. White collar, upper income city—more so than most. Evening newspaper city—more so than most. Citizens of the world become citizens of the community—at home—at ease—in the evening. This is when your prime Washington market becomes most receptive to your advertising message. This is why advertisers who know the Washington scene prefer the evening *selling* strength of The Star.

THE WASHINGTON STAR

Available Market Data—Farm

To secure copies of data listed, use the return cards

ket, concentrating on who does purchasing for companies in the field. Published by American Fruit Grower Publishing Co.

2015. *Commercial Broilers.*
This sheet contains figures on commercial broiler production, the top ten states by rank and gross dollar income from broilers. Published by *Broiler Industry.*

2016. *Reader Survey No. 6-A—Maryland-Delaware.*
This survey of feedmen in Maryland and Delaware covers products handled, milling equipment, annual feed production and annual feed sales volume. Issued by *Eastern Feed Merchant.*

2017. *Reader Survey No. 7-A—Virginia and West Virginia.*
A survey of feedmen in Virginia and West Virginia covers products handled, annual sales volume and milling equipment. Published by *Eastern Feed Merchant.*

2018. *Reader Survey No. 8-A—North Carolina and South Carolina.*
This survey of feedmen in North Carolina and South Carolina covers products handled, sales volume, milling equipment, kinds of services and number of plants. Published by *Eastern Feed Merchant.*

2019. *Reader Survey No. 9-A—The State of Georgia.*
This survey of Georgia feedmen covers annual sales volume, products handled, milling equipment and types of services. Issued by *Eastern Feed Merchant.*

2020. *Feed Use in the 22 Eastern States.*
This report surveys livestock population in 22 eastern states, including milk cows, meat cattle, layers, broilers, turkeys and swine. It also measures feed consumption of these animals. Issued by *Eastern Feed Merchant.*

2021. *Grain Bank Survey.*
A survey conducted in Pennsylvania, North Carolina, South Carolina and Mississippi, queries feedmen as to trends in grain banks, storage facilities, inventory turnover and other related data. Published by *Eastern Feed Merchant.*

2022. *Income and Coverage of New Jersey-Delmarva Farms.*
This survey deals with total agricultural income, cash receipts per acre and per farm, and a breakdown of cash receipts by commodities for farms in New Jersey and in three counties in Delaware, nine in Maryland and two in Virginia. Published by *Business Farming.*

2023. *Fruit Production in New Jersey-Delmarva.*
Fruit orchard production, small fruit production, acres, yield per acre and cash receipts of fruit farms in New Jersey and three counties in Delaware, two in Virginia and nine in Maryland are contained in this survey issued by *Business Farming.*

2024. *Dairy Operations in New Jersey and Delmarva.*
This survey deals with commercial dairy operations, including cash receipts, livestock inventories, machinery investments, farm expenses and farm acreage. Issued by *Business Farming.*

2025. *Vegetable Production in New Jersey-Delmarva.*
This sheet covers principal commercial vegetable crops, acreage production and U.S. rank for New Jersey-Delmarva and its neighboring states. Compiled by *Business Farming.*

2026. *Delmarva—Nation's Second Largest Broiler Area.*
This survey covers broiler chickens produced in Delmarva, broiler income, area comparisons and purchasing needs for broiler raisers. Issued by *Business Farming.*

2027. 1959 *Broiler Production & Income in the Broiler Belt.*
This sheet presents broilers produced, pounds produced, price per pound and gross income in the 27-state "broiler belt." Issued by *Broiler Industry.*

2028. *Facts About the Broiler Hatcheryman.*
This sheet surveys the broiler hatcheryman and gives a breakdown by states of production of broiler-type chicks and egg-type chicks for 1955 and 1959. Published by *Broiler Industry.*

The following data sheets are issued by Western Farm Life Publishing Co. for eight Rocky Mountain states:

2030. *Number and Value of Cattle and Calves, March, 1961.*

2031. 1960 *Analysis of Cash Receipts from Farm Marketings and Government Payments.*

Use Return Cards in Requesting Data

(See Pages 55-56.)

2032. *Acreage and Production of Six Major Crops, Compared to U. S. Totals, February, 1961.*

2033. 1960 *Rocky Mountain States Farm Market and Truck Survey.*
A brochure issued by *Western Farm Life* surveys farm and ranch ownership, types of operation, and truck ownership on farms and ranches, plus vintage of trucks.

The following survey reports were prepared by *The Farmer* and cover Minnesota and North and South Dakota:

2034. *Petroleum Survey, Spring, 1961.*

2035. *Farm Building Survey.*

2036. *Farm Welding Equipment Survey.*

2037. *Tobacco Survey.*

2038. *Appliance Ownership and Buying Intentions.*

2039. *Agricultural Chemicals Survey.*

2040. *Upper Midwest Farm Data.*

2041. *Buying Intentions of Farm Families in Minnesota and the Dakotas.*

2042. *Commercial Fertilizer Survey.*

2043. *Farmer-Stockman Poultry Survey.*
This folder issued by the *Farmer-Stockman* surveys licensed egg producers in Oklahoma, size of operation, cost of egg producing, feed brand preferences, and kinds of hens used.

2044. *American Livestock Journal Subscriber Survey.*
A folder issued by the *American Livestock Journal* surveys subscribers on types and sizes of farms, land value, gross income from crops and kinds of crops raised, types and number of equipment per farm, types of livestock, their feeds, animal health practices.

2051. *Texas Farm and Ranch.*
A brochure published by *Texas Farm and Ranch* features a cross-section survey of 1,000 subscribers in its 155-county coverage area, including livestock and crop production, feeding programs, types of irrigation and machinery used by these Texans.

2052. *New England Farm Market.*
New England Homestead put together this factual portfolio on the New England area as an agricultural center, contrasting its crop, dairy and livestock outputs, farm ownership, income and buying power with other individual states.

2053. *Ranching Today.*
This 16-page illustrated brochure is the result of a survey by *The Cattleman* of its subscribers. It is a profile of the cattleman in the Southwest, including his income, types of cattle he raises, equipment he uses, crops he grows, land he owns.

2054. *Midwest Farm Market.*
A folder prepared by KFEQ, St. Joseph, Mo., gives a rundown on farm population, farms, retail sales, gross farm income, fruit and grain production, and number of households in the 139 counties reached by the station.

2055. *Mink Ranching Market.*
A one-page reprint from *U. S. Fur Rancher* shows mink ranch production, operating costs, exports, imports, employment, sales and gross and net returns from these operations.

2056. *Nebraska Farm Market.*
A folder provides farm income, rural and urban population and sales potential in the coverage area of the *Nebraska Farmer.*

2057. *Oil Filter Survey—Nebraska Farmers.*
The *Nebraska Farmer* conducted this survey of 500 Nebraska farmers to determine use of oil filters on their cars, trucks and tractors.

2058. 1961 *Buying Intentions of Nebraska Farm Families.*
A subscriber survey of 1,500 Nebraska farm families, conducted by *Nebraska Farmer* lists products farm families intend to buy in 1961. Such items as furniture, appliances, automotive and tractor equipment and items for home repairs and improvement are covered.

2059. *Fertilizer Brochure.*
A loose-leaf brochure from *Nebraska Farmer* supplies a county-by-county breakdown of fertilizer usage and tonnage in Nebraska. It also breaks down farm income from crops, livestock and products in the state over the past ten-year period.

2060. *Tobacco Survey.*
Nebraska farm homes were surveyed by *Nebraska Farmer* to determine brand preferences and smoking habits of the various members of their families.

2061. *Nebraska Crop Brochure.*
This loose-leaf brochure contains a county-by-county listing of the acreage, yield and production figures on the principal crops in the state, issued by *Nebraska Farmer.*

2062. *Feed and Livestock Brochure.*
This livestock report provides figures on the number and value of all livestock by counties and their feed requirements in a loose-leaf brochure published by *Nebraska Farmer.*

2063. *Irrigation Brochure.*
Another loose-leaf item from *Nebraska Farmer* describes irrigation throughout the state with a map showing the location of irrigation wells and a listing by counties of irrigated and non-irrigated crops.

2064. *Agricultural Chemical Survey.*
A report on types of chemicals, sprays and other means of treating crops and livestock to control troublesome insects and other pests. Issued by *Nebraska Farmer.*

2065. *Beef Cattle Survey.*
This survey deals with the types of antibiotics used in feed for beef cattle and is available from *Nebraska Farmer.*

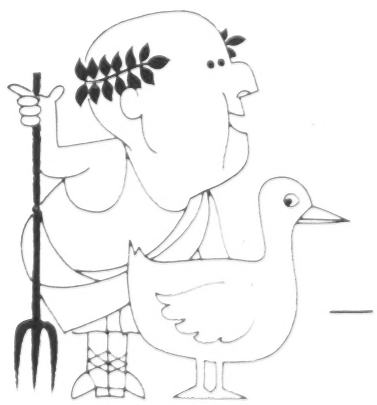
2066. *Fertilizer Survey.*
This survey investigates the use of commercial fertilizers by Nebraska farmers. It contains information on types of fertilizers and crops on which they're used; application techniques and seasonal schedule of buying and application. Published by *Nebraska Farmer.*

2067. *Coffee and Flour Survey.*
A study of purchases and brand preferences among coffee and flour buyers in Nebraska farm homes. Issued by *Nebraska Farmer.*

2069. *Petroleum Products Survey.*
A brochure issued by the *Nebraska Farmer* covers a survey on

TRUCK SIGNS
OUR SIGN HOLDERS on your fleet of 10 or more cars or trucks mean you can tell your sales story to thousands more. Write
THE YARDER MFG. CO.
724 Phillips Ave., Toledo 12, O.
FREE PHOTO ALBUM

LUBBOCK is 6th
IN TEXAS, DOING A TOTAL VOLUME OF SALES TOTALING $309,772,000 IN A GREAT. . . . . .
WHOLESALE MARKET
As Reported by 11th Fed. Res. Dist.
LUBBOCK AVALANCHE JOURNAL
Lubbock, Texas



Eee Yii, Eee Yii,
Ohhhh

You'll find more than just a moo-moo here and a quack-quack there in the growing Greenville-Washington Market. In 1959, one-half of the state's Billion Dollar Farm income was in this market dominated by WNCT and WITN. Take a close look at all the fertile facts before planting your next campaign. Avails and details are yours for the asking.

7 WITN
Washington, N. C.

CHANNEL 9
WNCT
GREENVILLE, N. C.
CBS • ABC

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

For advertising men who are also business men:

What GOOD HOUSEKEEPING'S new fifty-cent cover price means in terms of selectivity

When Good Housekeeping goes to its new 50c cover price in October, it will again be (as it has for most of its 75 years) the highest priced multi-million circulation magazine in America.

This fact has important meaning for advertising men who value magazines' most important characteristic—selectivity.

A quality magazine, at a quality price, inevitably attracts a quality audience deeply interested and emotionally committed to its particular brand of editorial fare.

The heart of Good Housekeeping is service—complete service to the whole woman who is the American homemaker; service in *all* the areas of greatest interest to advertisers who are also business men.

A premium cover and subscription price screens out the uncommitted: the leafers-through, the casuals and escapists. This is dual selectivity.

It delivers to the advertiser a strong concentration of serious, conscientious, dedicated homemakers. Women more interested in the home and products for the home. Women more willing and able to pay—both for a quality service magazine and quality products for better family living.

It's because Good Housekeeping *does* concentrate on quality...and because its readers *are* willing to pay for a better, more useful magazine...and because Good Housekeeping is *not* reaching for marginal millions of circulation, achieved at uneconomical costs and then charged back to the advertiser in higher rates...these are the things that make Good Housekeeping DIFFERENT...and make it a great SELECTIVE advertising medium.

Good Housekeeping

Magazine and Institute/A Hearst Magazine

Guaranteed by Good Housekeeping

Available Market Data—Farm

To secure copies of data listed, use the return cards

use of gasoline, oils, greases, etc., on Nebraska farms.

2076. *Expenditures for Gasoline & Petroleum Fuel.*
A sheet issued by *Farm Journal* gives dollar figures by state and region for 1949, 1954, 1957, 1958 and 1959 on farmers' purchases of petroleum fuel and oil for farm production uses, estimated by the U.S. Department of Agriculture.

2078. *Livestock on Farms.*
This sheet surveys all cattle, beef cattle, dairy cattle, hogs, sheep and chickens in 48 states, ranked by total number of each species on farms and states. Issued by *Farm Journal.*

2079. 1959 *Census of Agriculture*
A brochure issued by *Farm Journal* analyzes the 1959 Census of Agriculture from the point of view of the business man.

2080. *Farm Buying Intentions.*
A consumer survey of farm facilities in Washington, Oregon, Idaho and Utah reports buying intentions for 120 types of merchandise ranging from food to farm implements. Also shows comparative reports for 10 years of buying intentions versus actual purchases. Issued by Pacific Northwest Farm Quad.

2081. *Animal Health Products & the Farm Supply Store.*
A five-page report based on a national survey by *Farm Store Merchandising* analyzes the animal health product market among 30,000 farm supply retail outlets. Issued by Miller Publishing Co.

2082. *General Study of Feedlots.*
A survey among readers of *Feedlot* covers number of cattle fed, length of feeding period, purchase of feed and feed products, use of tractors and other equipment.

2083. *Florida's Agricultural Industry.*
This portfolio presents a breakdown of Florida's agricultural industry by crops and areas of production. Issued by Florida Grower Publications.

2084. *Midwest Feed Mills Equipment.*
Report on a mail survey conducted among feed manufacturers and custom grinders in the Midwest shows the amount of machinery of various kinds presently in use and the extent to which immediate plans have developed for purchases of various kinds. Issued for *Feedstuffs.*

2085. *Farm Data.*
County level agriculture data sheets for Washington, Oregon, Idaho and Utah. Covers number of farms, crop production, etc. Issued by the Pacific Northwest Farm Quad.

2086. *Fencing Materials.*
This report shows the types of fencing and fence posts purchased by subscribers of *Successful Farming.*

2087. *Autos, Trucks, Tractors.*
This report shows ownership, model and year purchased of automobiles, trucks and tractors by subscribers of *Successful Farming.*

2088. *Livestock.*
This report shows livestock raised, feeding practices and remedies purchased by subscribers of *Successful Farming.*

2089. *Crops.*
This report shows acres of corn, soybeans, grain, silage and hay crops harvested in 1959 by subscribers of *Successful Farming.*

2090. *Farm Buying of Home Appliances.*
A booklet issued by *Successful Farming* covers trends in ownership of appliances and home equipment and purchases made by subscribers during 1957-1959.

2091. *Farm Buying of Furniture & Home Furnishing.*
This booklet surveys furniture and home furnishings purchased by subscribers of *Successful Farming* during 1957-1959.

2092. *Farm Buying of Building Materials.*
This booklet surveys building, building improvements and purchases of building materials and equipment by subscribers to *Successful Farming*, 1957-1959.

2093. *Commercial Fertilizer.*
A survey made among *Successful Farming* subscribers shows use of commercial fertilizer in 1959, acreage fertilized, use of mixed fertilizer, crops most frequently fertilized, method of applying and time of ordering. Available from *Successful Farming.*

2094. *Hunting & Fishing.*
A survey among *Successful Farming* subscribers shows number who hunt, frequency of hunting, what they hunt, firearms owned, year of purchase, boats owned, size of motors and frequency of fishing. Issued by *Successful Farming.*

2095. *Farm Machinery & Equipment.*
A survey among *Successful Farming* subscribers shows tractor ownership, year of purchase, size and type, ownership of harvesting and haying machinery, materials-handling machinery, dairy equipment and other miscellaneous machinery and equipment. Issued by *Successful Farming.*

2096. *Wisconsin Petroleum Products.*
This report covers ownership of cars, trucks and tractors and use of various petroleum products in them and in other appliances in the farm home. Issued by *Wisconsin Agriculturist*, Racine.

2097. *Wisconsin Crop Production.*
Wisconsin Agriculturist has published a report listing the production of Wisconsin grains, hay, seeds and miscellaneous crops measured in bushels, tons and pounds.

2098. *Iowa Petroleum Products.*
A report on ownership of cars, trucks and tractors and use of various petroleum products in them and in other appliances in the farm home has been issued by *Wallace's Farmer.*

2099. *Iowa Crop Production.*
Wallace's Farmer has published a report listing the production of Iowa grains, hay and miscellaneous crops measured in bushels, tons and pounds.

2100. *Buying Intentions on Iowa Farms.*
A report issued by *Wallace's Farmer* shows the percentage of Iowa farm families who will buy each of several hundred items listed, with projections to the total number of farms in the state.

2101. *Facilities on Iowa Farms.*
A report issued by *Wallace's Farmer* shows the number of telephones, home freezers, milking machines and electric milk coolers on Iowa farms by counties.

2102. *Iowa Farm Income.*
Wallace's Farmer has issued a report showing cash farm income in 10 highest states; Iowa cash farm income by months 1956-1960; Iowa farms by economic class by counties; and Iowa average value per farm per acre by counties.

2103. *Iowa Farm Size.*
Wallace's Farmer has issued a report covering number of farms and land in farms in Iowa by counties; size of farms by acreage group by counties; and approximate acres of land area in Iowa by counties.

2104. *Fertilizer Survey.*
Wallace's Farmer has issued a survey on the uses of commercial fertilizer by Iowa farmers, types of fertilizer used and months purchased.

2105. *Power Machines on Iowa Farms.*
Wallace's Farmer has issued reports showing the number of power machines on Iowa farms by counties and listing the number of machines individually on maps, such as combines, hay balers, corn pickers and harvesters.

2106. *WMAZ Land Farmer.*
A report from WMAZ, Macon, Ga., radio station, gives number of commercial, parttime and part-time-retirement farms, farmland acreage, telephones, freezers, milking machines, trucks, tractors and cars, for the WMAZ coverage area and Georgia.

2107. *WKZO Radio Farms.*
This booklet, dealing with farms in lower Michigan, contains figures on corn, wheat, oat and egg production in 1959; number of cattle, calves, milk cows, hogs and pigs, sheep and lambs, and chickens on the farms; and production figures for 10 categories of fruit, and acres of 15 categories of vegetables harvested in 1959. Issued by Fetzer Broadcasting Co., Kalamazoo, Mich.

2108. *Ohio Farm Petroleum Market.*
This booklet contains results of a survey among readers of *Ohio Farmer*, covering brand preferences in cars, trucks, petroleum products and farm equipment, and the multiple ownership of power units and appliances. Issued by Capper-Harman-Slocum.

2109. *Sheeps & Lambs on Feed.*
This sheet gives a breakdown for 18 states and totals for the entire U. S. (for the years 1961 and 1960) for the numbers of sheep and lambs raised on feed. Issued by Midwest Farm Paper Unit.

2110. *Fertilizer Consumption on Farms.*
This sheet gives a state-by-state breakdown, of the number of farms, and the tons of fertilizer consumed by those farms for 1958-59 and 1957-58. Issued by Midwest Farm Paper Unit.

2111. 1954-1959 *Comparison of Farms & Farm Market in Midwest.*
This folder contains 13 charts, which compare the number of trucks, tractors, corn pickers and other farm equipment owned by Midwest farmers for the years 1954 and 1959. Also compared are home freezer ownership, feed and petroleum expenditures per farm, total acreage and corn acreage fertilized, and values of lands and buildings for the two years. Issued by Midwest Farm Paper Unit.

2112. 1961 *Buying Intentions of Farm Families.*
This booklet deals with buying intentions for 1961 of farm families in eight Midwest states for such items as home improvements, appliances, furniture, automobiles, tractors, trucks, automotive accessories and other farm equipment and machinery. Issued by Midwest Farm Paper Unit.

2113. *Use of Commercial Fertilizer on Midwest Farms.*
This 34-page booklet surveys Midwest farmers on their plant food buying habits, method of application, type and quantity of commercial fertilizer used, and use of commercial fertilizer on such specific crops as corn, wheat, oats, legumes, soybeans and barley. Issued by Midwest Farm Paper Unit.

2114. *Western States Crop Production.*
These seven sheets contain statistics for 1960 on acreage, production and valuation of all commercially-grown field and row crops, by state, for the seven western states. Issued by *Western Crops & Farm Management.*

2115. *Western Dairy Market.*
This 16-page booklet surveys readers of *Western Dairy Journal*, including their gross income; ownership of farm equipment, trucks and milking equipment; purchases of commercial fertilizer and animal health products; size of herds, etc. Issued by *Western Dairy Journal.*

2116. *Rural Newsland Dominates Agricultural Maine.*
This folder includes number of farms and population in northeastern Maine, farm income, six categories of crops produced and sheep, cattle and poultry raised. Issued by the *Bangor Daily News.*

2117. *WWVA Farm Broadcasting.*
This booklet lists farm population and income for 67 counties in Ohio, Pennsylvania, West Virginia and Maryland, broken down by counties. Issued by WWVA, Wheeling, W. Va.

2118. *Farmer in Your Future.*
This booklet contains figures on the ownership of cars, trucks, farm equipment, cattle, hogs and poultry, and income of farm youth. Issued by *The National Future Farmer.*

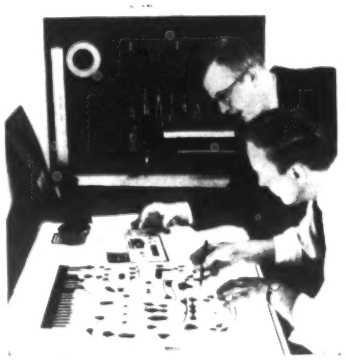
2119. *Grass Grows Under Our Feet.*
This report contains farm product sales figures for Minnesota farmers. Issued by Central Minnesota Television Co. (KCMT).

2120. *WSB Radio Farm Story.*
This booklet contains a map breaking down Georgia into counties according to size of farm population. Issued by WSB, Atlanta.

2121. *Electricity on the Farm.*
This booklet contains sales figures for 1958 and 1959 for many types of electrical appliances and equipment purchased by farm families throughout the U. S., and estimates of farm purchases of electrical equipment, by states, for 1961-65. Issued by Home State Farm Publications.

2122. *The Ohio Farm Market.*
This brochure covers the Ohio farm market, number of farms, population, production figures on many kinds of grains and fruits; numbers of various kinds of farm animals; ownerships of cars, trucks and numerous kinds of farm equipment; and sales volume of livestock and crops sold. Issued by Capper-Harman-Slocum.

2123. *Pennsylvania Farm Market.*
This brochure deals with the Pennsylvania farm market—number of farms, population, production figures for many kinds of grains and fruits; numbers of various kinds of farm animals; ownership of cars, trucks and many kinds of farm equipment; and



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Available Market Data—Farm

To secure copies of data listed, use the return cards

sales volume of livestock and crops sold. Issued by Capper-Harman-Slocum.

2124. *The Michigan Farm Market.*
A brochure issued by Capper-Harman-Slocum gives a breakdown by counties of the Michigan farm market—number of farms, population, production for many types of grains and fruit; farm animals; ownership of cars, trucks and many kinds of farm equipment; and sales volume of livestock and crops sold. Issued by Capper-Harman-Slocum.

2125. *Michigan Farm Facts.*
This booklet contains statistics on number of farms and five types of livestock; dollar expenditures for livestock and poultry; potential grain feed consumption of dairy cows, hogs and chickens; and estimated sales of animal health products for five types of livestock. Figures are broken down by county in Michigan. Issued by Capper-Harman-Slocum.

2126. *Ohio Farm Facts.*
This booklet contains number of farms and five types of livestock; dollar expenditures for livestock and poultry; potential grain feed consumption of dairy cows, hogs and chickens; and estimated sales of animal health products for five types of livestock—all broken down by county in Ohio. Issued by Capper-Harman-Slocum.

2127. *Indiana Farm Facts.*
This booklet, broken down by counties, includes number of farms and five types of livestock; dollar expenditures for livestock and poultry; potential grain feed consumption of dairy cows, hogs and chickens; and estimated sales of animal health products for five types of livestock. Issued by Capper-Harman-Slocum.

2128. *Pennsylvania Farm Facts.*
This booklet gives a breakdown by counties of number of farms and five types of livestock; dollar expenditures for livestock and poultry; potential grain feed consumption of dairy cows, hogs and chickens; and estimated sales of animal health products for five types of livestock. Issued by Capper-Harman-Slocum.

2129. *Poultry Processing & Marketing.*
This folder deals with results of a survey conducted among readers of *Poultry Processing & Marketing*, and contains statistics on volume of poultry processed annually; number of refrigerated trucks and trailers owned; types of packages and shipping containers used; and annual egg volume. Issued by *Poultry Processing & Marketing.*

2130. *Market Research Report on Readers of Feed and Farm Supplier.*
This folder deals with dollar sales by class of product sold; percentage of readers using, selling or planning to buy feed equipment; and the percentage of readers selling each of more than 40 products. Issued by *Feed and Farm Supplier.*

2131. *Influential Farmers.*
These sheets cover 25,000 farmers, their distribution of farm acreage, gross value of farm products sold, age and education. Issued by *Better Farming Methods.*

2132. *Changes in the Poultry Industry: 1959 vs. 1954 (Map).*
This map, which divides the U. S. into five sections, deals with the percentages of gains or losses for 1959, compared with 1954, for number of farms, farms with chickens, farms selling eggs and chicken eggs sold. Issued by *Poultry Tribune.*

2133. *Poultry Production.*
This folder surveys *Poultry Tribune* subscribers, chickens they raised for layers in 1959, and kinds of feed, poultry equipment, health products and building materials used. It includes farm equipment, automotive products, trucks and livestock owned, and crops grown.

2134. *Broiler Business Subscribers.*
This folder surveys subscribers to *Broiler Business*, including gross farm income, broilers grown and contracted for, and the kinds of feed, equipment supplies and building materials used. Issued by *Broiler Business.*

2135. *Poultry Business Facts—1960-61.*
This 32-page booklet includes a breakdown by states of number of chickens raised, chicken eggs sold, broilers sold, turkeys raised, gross poultry income and ducks and geese raised. Issued by Watt Publishing Co.

2136. *Turkey Industry: 1959 vs. 1954.*
This map shows the changes in the turkey industry from 1954 to 1959 in each of *Turkey World's* three edition regions, based on 1954 and 1959 figures from the Department of Agriculture. Issued by *Turkey World.*

2137. *Hunting in Rural South.*
This 16-page booklet contains results of a survey of readers of *Progressive Farmer* as to the number which go hunting, game they hunt, number and types of rifles and shotguns owned, ammunition used (by brands) in a year, and buying intentions for guns. Issued by *Progressive Farmer.*

2138. *Fishing by South Farm Families.*
This 24-page booklet surveys readers of *Progressive Farmer*, the number who fish, number and kinds of rods and reels owned, sizes and brands of outboard motors, size and types of boats owned, and buying intentions for outboard motors. Issued by *Progressive Farmer.*

2139. *Livestock and Poultry Feed Survey.*
This booklet surveys kinds and brands of feed purchased by farmers in 12 states, how they buy it, and amounts consumed. Issued by *Progressive Farmer.*

2140. *Appliance Survey.*
This 16-page booklet contains 1959 sales percentages for 12 types of appliances, broken down by four geographical areas; total dollars spent for 14 types of appliances by readers of *Progressive Farmer*; and buying intentions for appliances of those families. Issued by *Progressive Farmer.*

2141. *Southern Farm Families.*
This folder lists cash farm income of 16 southern states, annual average bank deposits of county banks, and U. S. savings bonds owned by southern farmers for the years 1940 through 1959. Issued by *Progressive Farmer.*

2142. *Southern Farm Income.*
A folder issued by *Progressive Farmer* contains cash farm income for nine categories of livestock and livestock products; and cash farm income for 25 classifications of crops, broken down by 16 southern states. Issued by *Progressive Farmer.*

2143. *WJBF Farm Supermarket.*
This booklet deals with 62 counties in the states of Georgia and South Carolina, and includes sales and production of livestock and principal crops grown. Issued by Georgia-Carolina Broadcasting Co.

2144. *Farm Youth Market.*
This 20-page booklet gives the ownership and brand preferences of farm youth for farm equipment, tools, clothes, razors, fertilizers, motor scooters, spark plugs etc. Issued by *The National Future Farmer.*

2145. *U. S. Seed Crop Values (Retail) for 1959.*
These data sheets give total production and sales in 1959 for 11 major field seeds, 18 major pasture and forage crop seeds, eight major cover crop seeds, and 33 kinds of vegetable seeds grown in the U. S. Issued by *Seedmen's Digest.*

2146. *General Equipment on Farms.*
This sheet lists the number of stationary and mounted engines, chain saws, power lawn mowers, manure spreaders and grain drills on farms as of July 1, 1960, broken down by states. Issued by Midwest Farm Paper Unit.

2147. *Automobiles on Farms.*
This sheet lists number of farms and automobiles on farms in 1959, broken down by states. Issued by Midwest Farm Paper Unit.

2148. *Tractors on Farms.*
This sheet includes wheel tractors and crawler tractors on farms as of July 1, 1960, broken down by states. Issued by Midwest Farm Paper Unit.

2149. *Machinery on Farms.*
Six sheets list total grain combines, corn pickers, pick-up balers, field forage harvesters and wheel tractors on U. S. farms as of July 1, 1960, broken down by states. Issued by Midwest Farm Paper Unit.

2150. *Side Delivery Rakes on Farms.*
This sheet gives a breakdown, by states, of side delivery rakes on farms as of July 1, 1960, and for 1950. Issued by Midwest Farm Paper Unit.

2151. *Bulk Milk Tanks on Farms.*
This sheet lists bulk milk tanks on farms in 1959 and 1960, broken down by states. Issued by Midwest Farm Paper Unit.

2152. *Cattle & Calves on Feed.*
This sheet lists number of cattle and calves on feed, broken down by states, in 1961, 1960 and the average for 1955-59. The figures also are broken down in five weight classifications for the animals. Issued by Midwest Farm Paper Unit.

2153. *Livestock Inventory.*
These data sheets include pigs saved (spring & fall crop), cattle & calves, milk cows (two years old and older), sheep and lambs, chickens and turkeys on farms as of Jan. 1, 1960, by states. Issued by Midwest Farm Paper Unit.

2154. *Turkeys Raised on Farms.*
This sheet shows turkeys raised by U. S. farmers in 1960 and turkeys they intend to raise this year, by states. Issued by Midwest Farm Paper Unit.

2155. *Poultry Raised on Farms, 1960.*
This sheet shows chickens and turkeys raised on farms in 1960 and 1959, and average raised from 1949 through 1958, by states. Issued by Midwest Farm Paper Unit.

2156. *Hogs Raised on Farms, 1960.*
This sheet lists hogs raised on U. S. farms, by states, for 1960 and 1959 and a 10-year average for 1949 through 1958. Issued by Midwest Farm Paper Unit.

2157. *1961 Estimated Spring Pig Crop.*
A sheet issued by Midwest Farm Paper Unit includes the 1960 spring pig crop and the estimated 1961 spring pig crop, by states.

2186. *Feed Manufacturing.*
A four-page brochure from *Feed Age* gives annual production of manufactured feed for 1950 to 1960, a projected estimate for 1975, number of plants, their breakdown according to sales and percentages of total production by class of feed, etc.

2187. *Rural Electric Market.*
A report on the rural electric market, and its plans to buy, is available from Rural Electric Consumer Publications.

2191. *Wisconsin Farm Facilities.*
A report issued by the *Wisconsin Agriculturist* shows the number of telephones, home freezers, milking machines and electric milk coolers on Wisconsin farms by counties.

2192. *Agricultural Chemicals.*
A report issued by *Wallace's Farmer* covers use of agricultural chemicals by Iowa farms for fly control, killing weeds, grasshoppers, corn borers, soil insect pests, stored grain pests, ticks, rat control and seed treatment.

2193. *Wisconsin Buying Intentions.*
A report issued by the *Wisconsin Agriculturist* on the buying plans of Wisconsin farm families for 1961 shows the percentage of families who will buy each of several hundred items. Percentages have been projected to the total number of farms in the state.

2194. *Midlands Grain & Feed.*
Grain & Feed Review has published a report surveying its 14-state circulation area, measuring business activities of the country grain elevator-feed manufacturer in terms of grain merchandising, feed manufacturing and the retailing of farm supplies and services.

2195. *Wisconsin Dairy Herd Practices Survey.*
A report issued by *Wisconsin Agriculturist* shows dairy herd sizes in Wisconsin and various practices concerning milking machines, number of milking units.

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from EDITOR & PUBLISHER, *Dec. 3, 1960*

Test Market Cities Listed By Expert

Specific cities were suggested for testing new product advertising by Henry Kastor Kahn, chairman of the board of Kastor Hilton Chesley Clifford & Atherton at his agency's recent New Products Seminar.

Cities with average milline rates and average broadcast costs should be chosen, Mr. Kahn said. Cities with forced combination newspapers or one-station TV outlets should be avoided, he advised.

Large cities suggested were Buffalo, Minneapolis, Cleveland, Baltimore and Denver. Projectible tests, however, Mr. Kahn said, can be made in cities the size of Harrisburg, Binghamton, Grand Rapids and Roanoke. He said media will cooperate in merchandising.

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2. Negligible penetration
3. Self-contained economy
4. Diversified industry
5. Representative population
6. Representative buying power
7. Ideal size
8. Good distributive outlets
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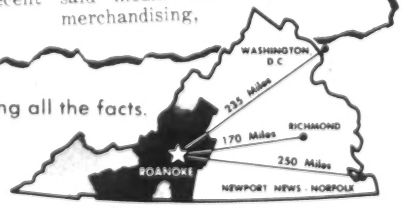
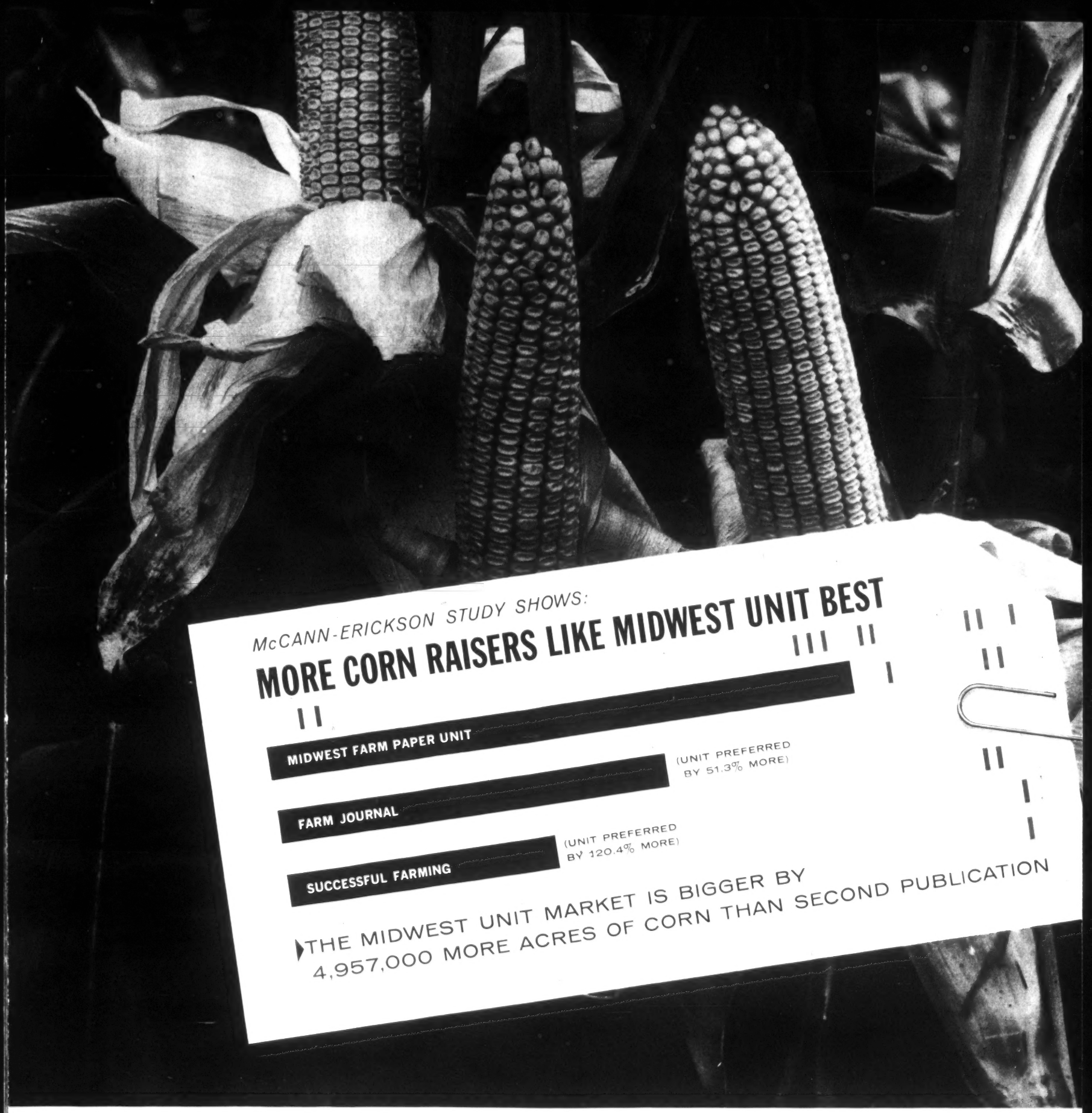


THE ROANOKE TIMES
The Roanoke World-News

SAWYER-FERGUSON-WALKER, *Nat'l Representatives*



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SCRIPPS-HOWARD NEWSPAPERS

Available Market Data—Farm

To secure copies of data listed, use the return cards

milking machine inflations, milk coolers, cleaning agents for milking units, milk filters and brushes used in milk house.

2196. *Iowa Livestock & Poultry.*
Reports issued by *Wallace's Farmer* show numbers of livestock and poultry on Iowa farms by counties. Reports are included for all cattle, milk cows, hog inventory, pigs saved, sows farrowed, sheep, chickens, turkeys, and feed purchases by county.

2197. *Iowa Crop Acreages & Production.*
Wallace's Farmer has issued reports listing Iowa crop acreage and production of corn, soybeans, oats, hay and small grains by counties, plus woodland acreage and tonnage of silage; and 1959 harvested acreage of Iowa corn, oats and hay by townships and counties.

2198. *Wisconsin Livestock & Poultry.*
Reports issued by *Wisconsin Agriculturist* show numbers of livestock and poultry on Wisconsin farms, including milk cows, all cattle, hogs, chickens, turkeys and total feed purchases in Wisconsin by counties.

2199. *Wisconsin Farm Income.*
Wisconsin Agriculturist has issued reports showing cash farm income in 10 highest states; Wisconsin cash farm income by months 1956-1960; Wisconsin farms by economic class by counties; and Wisconsin average value per farm and per acre by counties.

2200. *Wisconsin Farms.*
Wisconsin Agriculturist has issued reports showing 1959 number of farms and land in farms in Wisconsin by counties; size of farms by acreage groups in Wisconsin; and approximate acres of land area in Wisconsin.

2201. *Wisconsin Fertilizer Survey.*
Wisconsin Agriculturist has issued a survey on the uses of commercial fertilizer by Wisconsin farmers, including types of fertilizer they used and months they purchased and used it; and crops on which commercial fertilizer was used in Wisconsin by counties.

2202. *Wisconsin Automotive Unit & Petroleum Products.*
Wisconsin Agriculturist has issued reports listing automotive units on Wisconsin farms by counties and individual items on farms, such as tractors, trucks, autos; and expenditures for petroleum products on Wisconsin farms by counties.

2203. *Wisconsin Farm Power Machine Study.*
Wisconsin Agriculturist has issued reports showing power machines on Wisconsin farms by counties and including combines, hay balers, field forage harvesters and corn pickers.

2204. *Wisconsin Crop Acreages.*
Wisconsin Agriculturist has issued reports listing Wisconsin corn and hay acreage by township and counties; acres and production of Wisconsin crops of barley, corn, alfalfa hay, clover hay, oats, soybeans and wheat counties; woodland acreage by counties; and tonnage and acreage and farms reporting silage by counties.

2205. *Wisconsin Agricultural Chemicals Survey.*
Wisconsin Agriculturist has issued a report on the use of agricultural chemicals by Wisconsin farmers for fly control, killing weeds, grasshoppers, corn borers, soil insect pests, stored grain pests, ticks, rat control and seed treatment.

2206. *Farm Data.*
American Agriculturist has published five reports covering number of farms, size of farm, cows, chickens, hogs, sheep, expenditures for feed and milk and cream sold for New York, New England, Pennsylvania and New Jersey-Maryland-Delaware.

SOON TO BE PUBLISHED

2158. *U. S. Fertilizer Consumption.*
A map to be issued in June by Home State Farm Publications will show fertilizer consumption in the U. S. for 1960 and 1950, including tonnage for each state.

2159. *Sales in Rural Counties—Ohio, Michigan, Pennsylvania, Indiana, Kentucky, Tennessee, Kansas, Missouri.*
A report to be issued in July by Home State Farm Publications will show sales of various goods in counties with a population center of less than 25,000 in Ohio, Michigan, Pennsylvania, Indiana, Kentucky, Tennessee, Missouri and Kansas.

2160. *Christmas Gift Survey.*
Progressive Farmer will issue a report this summer showing the amount of money spent by subscribers for Christmas gifts, and the gifts they buy by age and sex.

2161. *Auto Survey.*
A survey to be published in the summer by *Progressive Farmer* will contain car ownership, year of models, mutiple-owner families and buying intentions.

2162. *Cake Mix, Flour, Tobacco Products, Insurance Surveys.*
A survey of subscribers to *Progressive Farmer*, will show buying habits, market potential, quantities and brands purchased of cake mixes, flour, tobacco products and insurance. It will be issued in the summer.

2163. *Farm Equipment Retailing.*
This analysis of the cost of doing business in 1960 by farm equipment dealers will be issued June 1 by *Farm & Power Equipment Magazine.*

2164. *Petroleum Products on Midwest Farms.*
This booklet will contain ownership of automotive equipment and use of various petroleum products on Midwest farms, including make, year of manufacture, total mileage of cars, trucks and tractors and brands of gasolines used in them. To be issued in June by Midwest Farm Paper Unit.

2207. *Farm Income in Iowa.*
Wallace's Farmer will publish by July a report showing gross cash farm income by counties in Iowa for 1960 and sources of 1960 Iowa cash farm income from livestock, livestock products and crops.

2208. *New Mexico Farm Data.*
Monthly cash receipts from farm-ranches, plus a county-by-county breakdown of cash receipts and farm population are included in a brochure issued by *New Mexico Farm & Ranch.*

2209. *Texas Soil and Water Data.*
A study to be published June 1 by *Soil & Water Magazine* will cover Texas farm operations including acres farmed or ranched, types of farms, farm equipment and supplies used, expected purchases of equipment and supplies and brand preferences.

2210. *WDIA Negro Farm Data.*
A brochure issued by WDIA, Memphis, Negro radio station, includes Negro cropland acreage, livestock, poultry, farm machinery (including tractors and mechanical cotton pickers) owned and a breakdown of crop production and purchases of equipment and supplies in the coverage area.

2045. *Food and Grocery Products Survey.*
This summer, *The Farmer* will bring out a survey of brand preferences of 73 grocery items of Minnesota, North and South Dakota farm families.

2046. *Automotive Accessory Survey.*
The Farmer will issue this summer a survey of the above farms on brands and usage of automotive equipment, such as oil filters, spark plugs, piston rings.

2068. *Feed Manufacturing Market.*
To show scope of the feed manufacturing industry's development since 1950, *Feed Age* will issue in June, a brochure providing figures on annual feed sales and production and their effects on cattle and poultry raising.

REGIONAL AND LOCAL MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers of the material.

3000. *New England Grocery Distribution.*
The 23rd annual survey issued this month by the New England Newspapers Advertising Bureau, Boston, covers retail distribution of 583 brands of grocery products in 47 New England areas.

3001. *New England Market.*
A 16-page color brochure issued by the New England Newspapers Advertising Bureau compares total retail sales and income of New England states with eight other regions of the U. S.

3002. *New England Liquor Market.*
An 80-page booklet issued by the New England Newspapers Advertising Bureau covers retail distribution of 274 brands of beer, wine and liquor in 42 New England areas, as well as number of outlets stocking various brands and per cent of distribution.

3003. *The West Coast FM Market.*
This booklet contains abstracts of two surveys—one covering the number of households, fm sets, income levels and buying habits of owners in Los Angeles, San Diego, Seattle, San Francisco and Portland areas. The other covers Los Angeles fm owners and their listening habits. Available from International Good Music Inc., Bellingham, Wash.

3004. *Intermountain Network Market.*
A folder issued by Intermountain Network Inc., Salt Lake City, includes a coverage map of the 51-station network area, plus population, total retail sales, food, drug and automobile sales.

3006. *Regional Data by Time.*
A portfolio issued by *Time's* eastern, central, southern and western regional editions covers regional population, households, net buying income, retail sales by category, new plant and equipment expenditure and value of

She is the most vital, talked-about lady today. None has more influence. None has more followers. No doubt about it: this leader of women is the Ladies' Home Journal, the first women's magazine to hit 7,000,000* circulation two months (March and April) in a row./ **WHEN THE JOURNAL SPEAKS - WOMEN LISTEN**

*PUBLISHER'S ESTIMATE

Available Market Data—Local

To secure copies of data listed, use the return cards

construction contracts.

3007. *New England Food Industry.*
A reprint from *Yankee Grocer*, Boston, includes figures for food and grocery stores for the six-state New England area and the individual states; share of market figures for chains, wholesalers and independent; and sales breakdowns of major chains by market.

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ALABAMA

3100. *Montgomery Market.*
A folder issued by the *Advertiser-Journal*, Montgomery, includes population, retail sales, principal industries, drug and grocery wholesalers and a map of the 31-county Montgomery area.

3101. *Mobile Economic Development.*
A 26-page brochure published by the *Mobile Press Register* outlines population, employment, industrial strength, schools, public utilities, banks, transportation and tourists in the Mobile market.

3102. *WOWL-TV Data.*
Data sheets issued by WOWL-TV, Florence, give total households and tv households in the coverage area, and survey local chain and department stores and industries.

3326. *Mobile Area Growth.*
A folder from WKRG-TV gives Mobile, Pensacola, Gulfport and Biloxi income, sales and retail outlets.

ARIZONA

3103. *The Tucson Market.*
A brochure issued by Tucson Newspapers Inc., Tucson, deals with five southernmost counties in Arizona, and includes population, retail sales, motor vehicle registrations, utility connections, school enrollment, payrolls, and building permits.

3327. *Phoenix, Tucson, Yuma.*
A county-by-county consumer goods sales breakdown is included in a folder from KTAR, Phoenix; KTAN, Tucson; and KYUM, Yuma.

3441. *Tucson Money Flow.*
A folder from KVOA-TV gives wholesale and retail, governmental, industrial, mining, construction and tourist "dollar flow."

3826. *Arizona Data.*
Trading area population for each of 50 towns in Arizona, served by Weekly Newspapers of Arizona, Phoenix, plus a map locating the towns, are included in a folder offered by the group.

ARKANSAS

3328. *Little Rock Metro.*
A folder from KTHV-TV gives population, households, retail food and auto sales and other market information for the coverage area. Farm population, income and value of farm products are included for 56 counties.

3442. *Little Rock Population.*
A 1950-60 population comparison for Little Rock's metro area, city zone and retail trade zone comes from Branham Co.

3382. *Fort Smith Brand Preferences.*
A buying habit and brand preference survey in Fort Smith, Ark., including appliances, beverages, dog food, boats, drugs, food products, gasoline, household products, life insurance, outboard motors, cars and baby food, will be available June 1 from the *Southwest Times-Record*, Fort Smith.

CALIFORNIA

3104. *Auto Registrations in West.*
Westways Magazine, Los Angeles, published by the Automobile Club of Southern California, has published these data sheets containing total families and 1959 automobile registrations in 61 districts of Southern California.

3105. *Alameda Market.*
The *Alameda Times-Star* has published this sheet containing 1959 retail sales, population and number of families in the area.

3106. *Westways Market.*
A booklet issued by *Westways Magazine* includes income, home ownership, automobile ownership, vacation routes and age levels of its subscribers.

3221. *Latin-American Market of Los Angeles County.*
This survey, conducted for KALI, Pasadena radio station, gives characteristics of the Latin American market of Los Angeles county, including family composition, income, occupation, appliance preference and use, media exposure and brand preferences of many food and household items. The survey was conducted in the Spanish language.

Use Return Cards in Requesting Data
(See Pages 55-56.)

3222. *San Gabriel Valley.*
The *San Gabriel Valley Daily Tribune* has issued a brochure on the San Gabriel Valley market, including population growth, income and retail sales.

3223. *Santa Barbara Market.*
A folder issued by the *Santa Barbara News-Press* contains Santa Barbara County 1960 population, retail sales, buying power and growth factors in research, design and smokeless industry.

3224. *Cal-Ore Brand Share.*
An index issued monthly by California-Oregon Television Inc., Eureka, shows brand-share expressed as a percentage of total weight or volume for Medford and Klamath Falls, Ore., and Eureka, Cal. Twenty-one product categories are shown for the three markets covered by KIEM-TV, Eureka; KBES-TV, Medford; and KOTI-TV, Klamath Falls.

3225. *The KRAK Sacramentor.*
Data sheets issued by KRAK, Sacramento radio station, show retail sales, population, automobile registrations, labor force and shopping centers in the market.

3226. *Los Angeles Market.*
A brochure on the Los Angeles market covers population, construction, agriculture, income, retail sales, industry, traffic and weather. Issued by KNX, Hollywood radio station.

3329. *Orange County Food Stores.*
A booklet from *The Register*, Santa Ana, lists all food retailers in the county and analyzes its food business.

3331. *Orange County Data.*
Population, households, retail sales by product type, food chain and independent sales, car registrations and liquor sales for Orange County are contained in a folder from *The Register*.

3332. *Southern California.*
A folder from KBIG, Los Angeles, provides population, households, passenger car registrations, income and retail sales in eight Southern California counties.

3333. *Listener Profile.*
From a sampling of 300 homes, KBIQ, Hollywood, presents a 5-sheet profile of its fm listeners, including hours listened, number of listeners in family, occupation, age, income, etc.

3334. *Retail Sales.*
The *Los Angeles Examiner* offers a brochure with retail sales for all cities and sales districts in the Los Angeles primary marketing area as well as the 13 associated sales areas of the Southern California market.

3336. *Catholic Consumers.*
A survey from *The Tidings*, official Los Angeles area Catholic weekly, covers Catholic family income, food, automotive, gasoline, appliance, clothing, shoe and other purchases and preferences in the area.

3383. *Sacramento Market.*
Sacramento Bee reports on population, employment, income and retail sales in its 19-county market.

3384. *Bakersfield Survey.*
A report from KERN, Bakersfield radio station, covers population, families, income and retail sales of its coverage area.

3385. *Modesto Report.*
KBEE, Modesto radio station, reports on population, families, income and retail sales in its four-county area.

3386. *Fresno TV Station Study.*
Population and sales for the coverage area of KMJ-TV, Fresno, are included in this market report.

3387. *KFBK Coverage Study.*
A report from KFBK, Sacramento radio station, covers population, families, income and retail sales in its coverage area.

3388. *Modesto Market.*
Population, employment, income, sales and agriculture are analyzed by this *Modesto Bee* report on its two-county market.

3443. *N. California Data.*
Population, land area, families, retail, food and drug sales of Northern California's eight trading areas are listed by county and trading area by *San Francisco News-Call Bulletin*.

3444. *Top of Central Valley.*
A brochure on Shasta, Tehama, Butte, Sutter and Yuba counties gives population, families, buying income, retail sales and food sales.

3445. *Alhambra Market.*
A folder from *Alhambra Post-Advocate* has dwelling, retail sales and population data and maps.

3446. *Palo Alto Story.*
Population, assessed valuation, auto registrations, homes, industries, retail sales and utility and banking statistics are included in a folder from the *Palo Alto Times*.

3447. *Santa Clara County.*
Fact sheets from KX-RX, San Jose radio station, give number of industrial plants and their employes annually, 1946-1960 in Santa Clara County.

3448. *San Jose Construction.*
San Jose building permits and their dollar valuation are included in a sheet issued by KX-RX.

3449. *San Jose Growth.*
Population and percentages of growth of cities in Santa Clara County are given in a sheet covering 1950-60. From KX-RX.

3450. *Western Metro Markets.*
A sheet from KX-RX compares 18 markets in the West, giving population, retail sales and rank in U.S.

3451. *Stockton Shoppers.*
A folder from *Stockton Record* on shoppers gives retail, apparel, furniture, auto and lumber sales.

3452. *Stockton Food Sales.*
A six-page report from *Stockton Record* provides breakdowns of food sales by county and by stores.

3453. *San Diego Market.*
San Diego Independent gives comparative statistics on San Diego County vs. 15 states plus data on its growth.

3454. *L.A. Major Trading Areas.*
A color map of five major trading areas in Los Angeles County, locating major grocery chains, is offered by *Los Angeles Herald Express*.

3455. *L.A. Multiple Supers.*
A map from the *Los Angeles Herald Express* locates multiple super markets and gives food sales.

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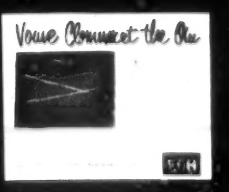

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3456. *Vallejo Market.*
A brochure from *Vallejo Times-Herald* and *News Chronicle* gives retail, food, eating and drinking, general merchandise, apparel, furniture, appliance, automotive, gasoline station, lumber, hardware, building material and drug volume for Vallejo, Solano County and Napa County.

3457. *Long Beach Data.*
Population, industry, business, income and merchandise sales are listed in a booklet offered by *Long Beach Independent* and *Press-Telegram.*

3458. *Long Beach Liquor Market.*
Distributor volume, case sales per 1,000 population and sales by type are covered in this report on the liquor market in *Long Beach.* From the *Long Beach Independent* and *Press-Telegram.*

3459. *Long Beach Consumer Analysis.*
Buying habits in 107 classifications, incomes and household composition are included in the report offered by *Long Beach Independent* and *Press-Telegram,* part of the national consolidated consumer analyses.

3522. *Metropolitan San Jose Retail Sales Trends.*
An annual summary of quarterly reports on taxable retail sales in metropolitan San Jose—Santa Clara County for 1960 for 43 outlet classes and types, has been published by the *San Jose Mercury & News.*

3582. *Los Angeles 1960 Market Analysis.*
A 30-page booklet issued by the *Los Angeles Mirror* covers the Los Angeles market as to population in various trading areas versus other U.S. cities; retail sales by type of establishment versus U.S.; comparative percentage share of total Los Angeles metropolitan market by counties and major cities by population, households, income, retail sales and food sales.

3583. *Sacramento Data.*
The population of Sacramento and Sacramento County from 1850 projected through 2000, employment, payroll, retail sales by categories and income are included in a booklet issued by the *Sacramento Union.*

3584. *San Mateo Market.*
A booklet issued by the *San Mateo Times* and *News Leader* includes maps, population and dwelling units, income, retail sales by category and city, trade outlets and auto registrations.

3585. *San Diego Drugs & Cosmetics.*
A booklet issued by the Union-Tribune Publishing Co., San Diego, includes drugs and cosmetics retail sales and national ranking for the local area.

3586. *San Diego Food Sales.*
A booklet issued by the Union-Tribune Publishing Co., San Diego, describes the retail and wholesale food market, including retail food sales and ranking.

3587. *San Diego Continuing Home Audit.*
The Union-Tribune Publishing Co., San Diego, issues every two months a study of brands found in the San Diego urban area homes in the fields of food, drugs, toiletries, cosmetics, home furnishings, appliances and automotive.

3588. *San Diego Home Improvement.*
San Diego sales and national ranking in the fields of lumber, building materials, hardware, furniture, household supplies and appliances are covered in a booklet issued by the Union-Tribune Publishing Co., San Diego.

3589. *Occupied Households.*
A map of the San Diego urban area shows 80% of the population of the county, together with occupied households by geographical area. An inset covers the remainder of towns in San Diego County, with number of occupied dwelling units in each. Issued by the Union-Tribune Publishing Co., San Diego.

3590. *Automotive San Diego.*
A booklet issued by the Union-Tribune Publishing Co., San Diego, gives motor vehicle registrations, makes of cars ranked by registrations, commercial vehicle registrations, imported car registrations, number of cars operated by San Diego families and gasoline and service station sales.

3591. *San Diego—Travel.*
This booklet tells how San Diegans travel, where they go and how much they spend when traveling. Issued by Union-Tribune Publishing Co.

3592. *San Diego Supermarkets.*
A map of San Diego area locates the outlets of all chain food stores with three or more outlets. Issued by the Union-Tribune Publishing Co., San Diego.

3593. *San Diego Family Characteristics.*
Characteristics of San Diego families including race, length of residents, persons in household, families with children, income, occupation and home ownership are presented in a booklet issued by the Union-Tribune Publishing Co., San Diego.

3594. *San Diego Market.*
The Union-Tribune Publishing Co., San Diego, has published an analysis of the San Diego market, covering population, occupied dwelling units, industries, payroll, employment and retail sales by classification.

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3595. *Union-Tribune Index of San Diego Business Activity.*

This 60-page booklet traces the economic trends of the market through several decades, assesses its current status and makes projections for the future. Charts are brought up to date by monthly appendices released throughout the year. Issued by the Union-Tribune Publishing Co., San Diego.

3596. *The Negro Consumer in San Francisco Bay Area.*

This report on the Negro consumer in the San Francisco Bay area covers food, beverage, toiletries, household products, tobacco, automobile, appliance and packaged medicines brand preferences, plus income, education and occupations. Issued by KSAN, San Francisco radio station.

3597. *KSAN Negro Consumer Book Analysis.*

A report issued by KSAN, San Francisco radio station, includes a comparative analysis of the 1958 and 1960 status of the Negro consumer as to income, education, occupation and brand preferences.

3598. *San Francisco Population.*

KSAN, San Francisco radio station, has issued a population breakdown for the six-county San Francisco-Oakland area, with figures for Negro, white and other.

3599. *Industrial Survey Report.*

A brochure issued by *Valley Times Today*, North Hollywood, covers industry, population growth, transportation, industrial sites, water supply, power, labor, wages, housing, education, and recreation in the San Fernando Valley.

3751. *Food Products in Los Angeles-Long Beach.*

This report describes the Los Angeles-Long Beach food market, with an analysis of distribution in the market. Issued by the *Pasadena Independent* and *Star News.*

3752. *Pasadena Imported Cars.*

The Pasadena market, including number of professional, technical and managerial officials and proprietors in the area, supported by registrations by make, with comparisons for the metropolitan area and the state of California, is covered in this report issued by the *Pasadena Independent* and *Star-News.*

3753. *Higher Liquor Profits in Pasadena.*

The *Pasadena Independent* and *Star-News* has issued an analysis of the Pasadena area as a market for liquor, including a special study of liquor purchases by type.

3754. *Pasadena Distribution.*

A report on the number of stores stocking liquor brands and brands most called for in Pasadena-area liquor stores has been issued by the *Pasadena Independent* and *Star-News.*

3755. *Northern California Marketing Data.*

This report covers counties of Northern California, giving population, households, retail sales, food sales and drug sales, and was issued by the *San Francisco News-Call Bulletin.*

3756. *Los Angeles Top Ten Brands.*

A consumer inventory of the Los Angeles market, with product buying profiles of consumers, covering more than 100 types of products has been issued by the *Los Angeles Herald-Express.*

3791. *Los Angeles Population.*

Population and dwelling unit gains and losses for 16 major economic areas in Los Angeles County from 1950 to 1961, with population density, population forecast for 1980, and a map of the area, are offered by the Times-Mirror Co., Los Angeles.

3792. *Los Angeles Census Data.*

Population and dwelling units by census tracts in Los Angeles, grouped by census of business, major and minor economic areas for 1961, are covered in sheets issued by the Times-Mirror Co.

3793. *Los Angeles Shopping Center Data.*

A list of existing, new and proposed shopping centers in the Los Angeles metropolitan area and a breakdown by 16 major economic areas of the county, plus name of shopping center, location developer or agent, with a county map, are available from the Times-Mirror Co.

3794. *Los Angeles Retail Market.*

A fact sheet from the Times-Mirror Co. gives retail sales growth, and the number of licensed outlets and total taxable sales by type of store in the Los Angeles metropolitan area for 1950 and 1960 and total retail sales for ten southern California counties.

3795. *California New Passenger Car Registrations.*

A list by make of new car registrations for the Los Angeles metropolitan area, Southern California and the state, is included in a month-by-month report for 1960, offered by the Times-Mirror Co.

3796. *California Import Car Market.*

The Times-Mirror Co. published this report on California's new import car registrations by make, with a comparison of total passenger car registrations and per cent of imports in the Los Angeles County and Southern California for 1955 to 1960.

3797. *California Auto Market.*

Total number of motor vehicle registrations by county are given for 1960 in this table issued by the Times-Mirror Co., Los Angeles.

3798. *Los Angeles Auto and Equipment Sales.*

A chart from the Times-Mirror Co., Los Angeles, shows sales of automobiles, tires and batteries in the 16 major economic areas of Los Angeles County, with a map included.

3799. *Los Angeles Retail Drug Sales.*

This analysis of drug sales in retail outlets in each of 16 major economic areas of Los Angeles County, is available from the Times-Mirror Co., Los Angeles.

3800. *Los Angeles Food Store Sales.*

An analysis of food sales in retail stores and outlets in the 16 major economic areas of Los Angeles County, with an area map, is issued by the Times-Mirror Co., Los Angeles.

3801. *Southern California Population Data.*

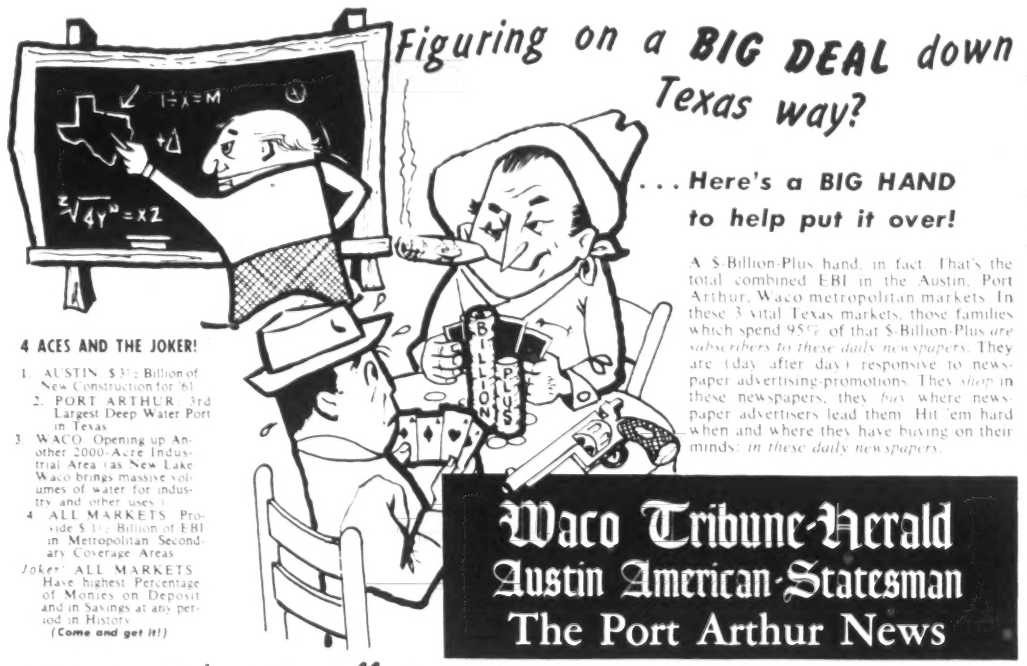
Available from the Times-Mirror Co. is this tabulation on population and households in 10 Southern California counties and cities. This report covers 1940, 1950, and 1956 through 1961, with 1970 and 1980 forecasts. Available from the Times-Mirror Co.

3802. *Southern California Dwelling Units.*

A list of the number of dwelling units included in building permits and total valuation for ten Southern California counties and their major cities from 1954 through 1960, is included in a brochure published by the Times-Mirror Co., Los Angeles.

3803. *Southern California Employment.*

The Times-Mirror Co., Los Angeles, offers this list of types of employment by industry classifi-



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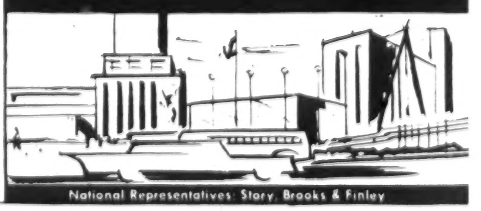

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Available Market Data—Local

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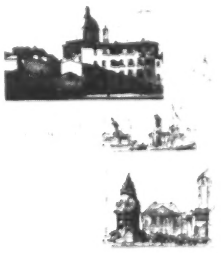

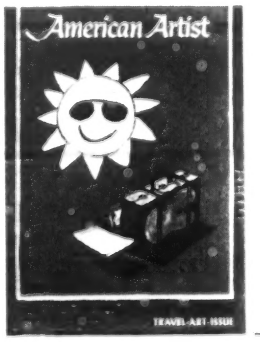

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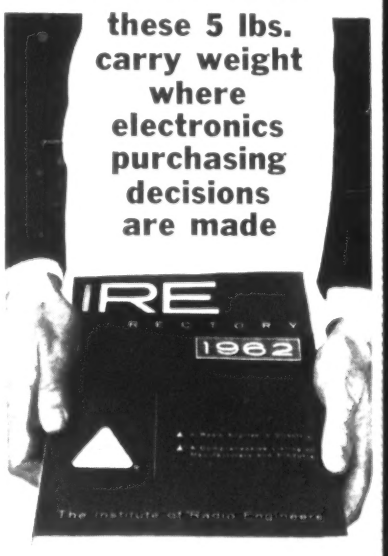

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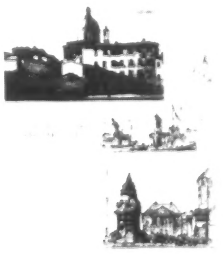

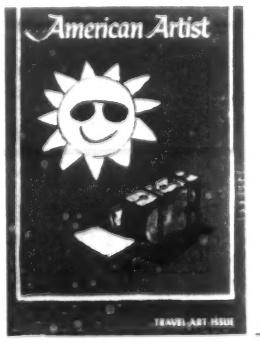

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Advertisers include art supplies, travel, art schools, art books.

Sample copy and rates available

Cy Ellison
Advertising Director
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★★ THE DENVER

The Voice of the Rocky Mountain Empire

Denver, Colo.—Climate Capital of the World

Vol. 69, No. 259

Signs Tell Denve

FISCAL BOON

Reclamation In State at New Peak

By BERT HANNA
Denver Post Staff Writer

Colorado is in the midst of the greatest, most dynamic reclamation program in its history—a program certain to accelerate rapidly in the next few months and have a vital impact on the state's economy.

A new summary of reclamation undertakings by Felix L. Sparks, Colorado Water Conservation Board director, reveals the scope of the record construction program and future plans.

The report shows that expected appropriations from Congress for construction and rehabilitation of projects for the 1962 fiscal year commencing next July 1 total $14,876,162. This expenditure would be about $6 million more than is being spent on projects during the current fiscal year.

All the projects listed for the new appropriations are under way, and they constitute the heaviest program ever in progress at one time, Sparks pointed out.

There are actually five major reclamation projects now in the construction stage in Colorado.

Heading the list of the new undertakings is the huge Curecanti unit of the Colorado River Storage Project on the Gunnison River, for which $4,557,000 appropriation is sought for initial work in 1962.

Part of the money budgeted for the Curecanti will be spent soon on relocation of U.S. Highway 50 around the Blue Mesa dam site near Sapinero below Gunnison.

Bids Opened

The State Highway Department opened bids on the first part of the highway relocation Tuesday. This involves a contract for two large bridges and a 6.1-mile section of highway.

Ultimately, the highway work alone will entail an expenditure of at least $9 million.

Business Booming In Denver

By HARRY WALKER
Denver Post Business Writer

Business is good in Denver and getting better!

A stepped-up stream of printed promotional matter and sales books and invoice sheets to record increased sales is being produced by Denver printing and direct mail firms, a Denver Post survey showed Saturday.

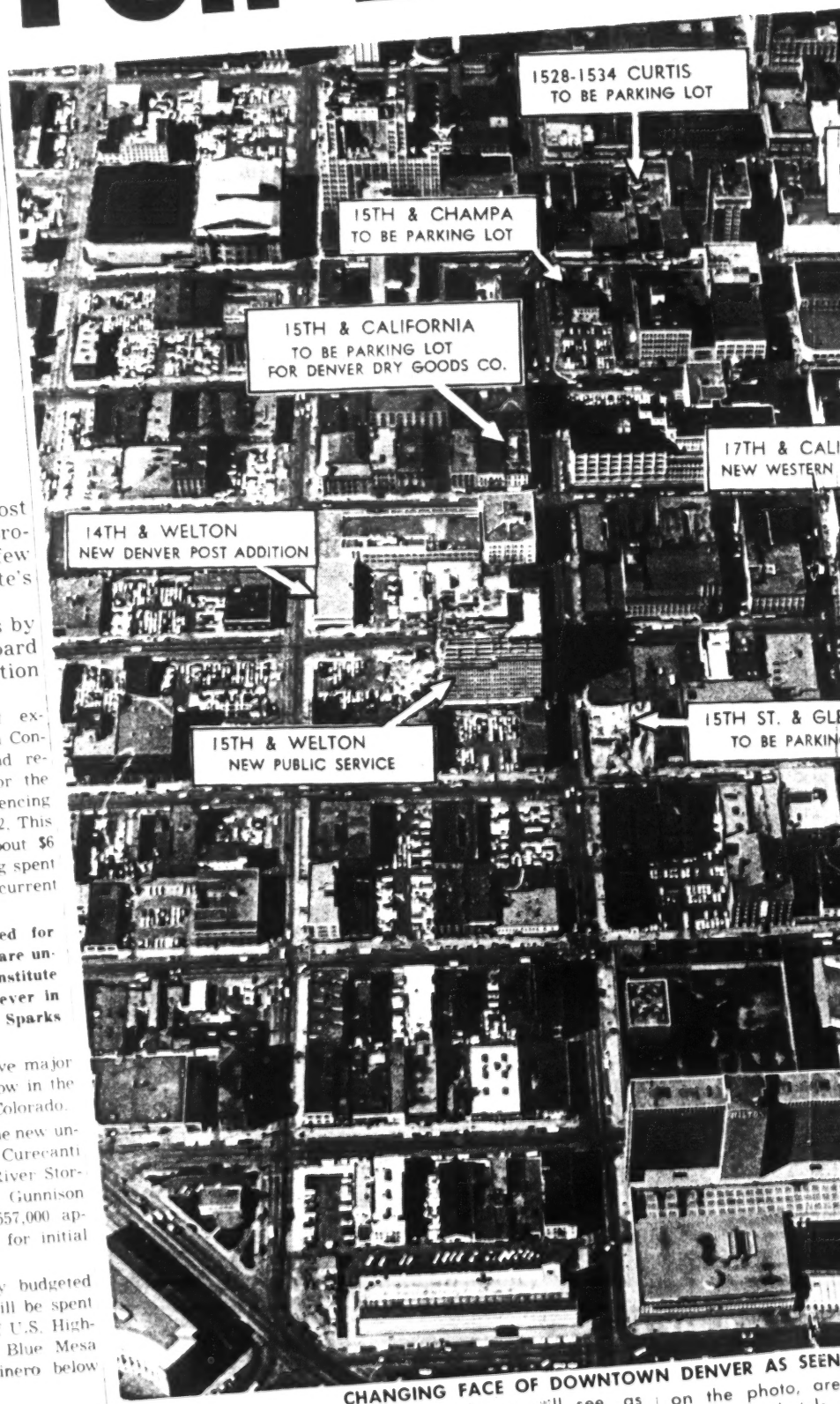
Printing trade leaders in the Denver area said their business is from 3 to 10 pct. ahead of a year ago and markedly better than in December.

Indicative of increased retail trade of the area is the report by Henry H. Brainerd, Denver branch manager for the Nebraska Sales Book Co., that orders for sales books are well ahead of a year ago.

He said the firm's orders for printed business forms of all kinds are about 10 pct. ahead of last year.

20 Pct. Gain

Spring business is way ahead



CHANGING FACE OF DOWNTOWN DENVER AS SEEN

Take a plane ride over Denver and you will see, as Denver Post photographer did, buildings that once were, transformed into parking lots; parking lots changing into skyscrapers, and many buildings being modernized. Among the buildings no longer with us, and indicated on the photo, are and Roslyn hotels, Post expansion. O see the new Pub

This Firm Points Up Denver's Prosperity

Bank Clea Nick $3 Bi In 1st Quo

Bank clearings

R POST HOME EDITION

pire

5 Cents, 48 Pages

er Growth

SEEN FROM AIR

, are the State, Mayfair, otels, the last of which is the site on. One parking lot is gone, too, Public Service Co. building on wa

Metro Sales, Collections Up

New statistics showing the steady growth and the stable, diversified economic picture in the Denver metropolitan area were released Saturday by the Denver Chamber of Commerce.

The report showed healthy increases in all major business barometers during the past month over the same period last year, and a continuation of the Denver area's steady population growth.

It showed that sales tax collections, now running about 2 pct. ahead of last year, increased in Denver County from $424,239 in February 1960 to $435,344 last month.

In the five-county metropolitan area the number of electricity customers increased from 291,913 in February 1960 to 303,964 in February 1961. The amount of electricity consumed jumped nearly 20 million kilowatt hours.

An increase of 12,051 in the number of electricity customers and of 10,696 in the number of gas customers during the past year, the report said, clearly reflects the steady expansion of the metropolitan area's population and its business installations.

Building permits for $10,411,019 in new construction were issued in Denver County in February. That was an increase of $5,512,949 over the same month a year ago.

The building boom extended throughout the metropolitan area. Biggest increase over February 1960 was racked up in Adams County, which issued $3,494,995 in new building permits last month compared with $945,286 a year ago. The total included $2,254,500 in permits for start of construction on 188 new single family dwellings.

Other signs in the report that business is good: Department store sales were up 12 pct., oil production was up 2.8 pct., bank debits were up 13 pct. and employment was up 13,866, with a total work force of 384,200.

$41.6 MILLION

Home Builder Plans Project

Garden
division of Francis
Co., which sold 79 of the units
over the weekend of March 11
after full page color ads in The
Denver Post. The Francis or-
ganization was named a National
Homes dealer on March 10.

Two show homes have been

Expanding

Western Electric Co. announced Wednesday it is spending $1 million to expand its facilities in Denver to keep pace with

learings Billion Quarter

rings in Denver in

Delegates Favor Denver

few papers anywhere cover their home city and trade area as effectively as the Denver Post

sell the

GROWTH MARKET

of the West

through

one of America's

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Editor and Publisher: PALMER HOYT
Represented Nationally by:
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CIRCULATION

Daily	262,462
Sunday	340,096
Empire Magazine and Comics	360,334

A. B. C. Publisher's Statement *September 30, 1960*

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

Available Market Data—Local

To secure copies of data listed, use the return cards

DISTRICT OF COLUMBIA

3343. *Dictionary of WTOP-TV Market.*

Colleges, employment, income, population and retail sales in the local market are covered in a brochure issued by WTOP-TV, Washington.

Take a Long Look At This Market

SOUTHERN NEW JERSEY

ONE OF THE NATION'S TOP GROWTH AREAS

. . . reached by one of New Jersey's fastest growing newspapers—The PRESS—with a phenomenal circulation increase to more than match the population growth.

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

ROLLAND L. ADAMS, President

Scolaro, Meeker & Scott, National Representatives

FLORIDA

3230. *Top Ten Brands in Miami.*

The *Miami Herald* has issued this study based on a personal interview consumer inventory of the greater Miami market, with product buying profiles of consumers.

3231. *Miami Data.*

A folder published by the *Miami News* shows population, income and retail sales in the area.

3344. *St. Petersburg Data.*

A folder of the *St. Petersburg Times* contains effective buying income, retail sales and a coverage map of the area.

3345. *Distilled Spirits.*

A brochure from the *Orlando Sentinel-Star* presents liquor sales in north and central Florida.

3347. *WJXT Corerage Map.*

Population, household, effective buying income, total retail sales, automotive, gasoline, food and drug sales appear on a coverage map prepared by WJXT, Jacksonville tv station.

3348. *All Florida Food Study.*

A Branham Co. presentation shows migration in Florida counties, concentration of chain supermarkets in five metropolitan areas, sales volume evaluation of chain and co-op groups and other food market data.

3463. *North and Central Florida Liquor Sales.*

A brochure from the *Orlando Sentinal-Star* analyzes Jacksonville liquor distributor sales in the Orlando and Jacksonville trade areas.

3464. *Orlando Market Folder.*

Retail sales, including food, eating and drinking, general merchandise, apparel, automotive, gasoline, drug, lumber, hardware, furniture and household appliance volume, are covered in a market folder from the *Orlando Sentinel-Star.*

3465. *Panama City Data.*

Consumer income, retail, food, drug, automotive and service station sales for Panama City and Albany, Ga., are included in a brochure issued by Gray Network (WJHG-TV, WALB-TV).

3466. *WQAM Listeners.*

A qualitative study of the listeners in the Miami area includes data on earning power and car ownership. From WQAM.

3467. *Middle Georgia.*

Folder from WMAZ, Macon, includes industry payrolls and retail sales in the Middle Georgia counties.

3468. *Augusta and Columbus Data.*

One-page comparisons of 1950 and 1960 metro area, city zone and retail trading zone population for Augusta and Columbus are available from Branham Co.

3759. *Top Ten Brands in Miami.*

A consumer inventory of the Miami market, with product buying profiles of consumers, covers more than 100 types of products. Issued by the *Miami Herald.*

GEORGIA

3107. *WGUN Market.*

WGUN, Decatur radio station, has published this survey on "blue collar" market, investigating the buying habits of the working man. Study tells what percentage of the 1% sample interviewed own homes, automobiles and appliances; where they spend their money for food and clothing and what type of financing and banking service they use.

3349. *Macon Market.*

A sheet from the *Macon Telegraph* and *News* gives a 28-county breakdown of families in the coverage area.

3350. *Augusta Market.*

The *Augusta Chronicle* and *Herald* provide a brochure on their market, including population, spendable income, retail sales, industrial expansion, retail and wholesale outlets, transportation and other data.

3351. *Columbus Market Guide.*

A folder with market data for Columbus shows retail and wholesale outlets, chain drug and food stores and the best shopping days. From Ledger-Enquirer Newspapers.

3352. *The Georgia Group.*

A Branham Co. folder shows the market coverage of Augusta, Macon, Columbus and Savannah newspapers, via a map including population, households, retail sales and spendable income.

3353. *Atlanta Market.*

A leaflet from WSB, Atlanta radio station, lists population, households, retail sales, shopping day preferences, store hours, peak traffic times and working hours.

3355. *WGBA Data.*

WGBA, Columbus, Ga., radio station, provides a coverage map plus population, radio homes, spendable income, retail sales, farm and military population.

3440. *Columbus Fingertip Facts.*

A report by the Ledger-Enquirer Newspapers, Columbus, Ga., will be available soon, containing retail sales, population, food and drug retailers.

ILLINOIS

3108. *Springfield Business Conditions.*

A booklet issued quarterly by the *Illinois State Journal* and *Register*, Springfield, includes projections on 10-year growth for Springfield and each of the 11 counties in the coverage area.

3109. *The Greater Illinois Market.*

This 20-page booklet covers the area between Chicago, St. Louis and Indianapolis with maps containing population and retail and food sales. Issued by Midwest Television Inc., Champaign, operator of WCIA-TV and WMBD-TV.

3110. *The Quad-Cities Market.*

A folder issued by the *Moline Dispatch* and *Rock Island Argus* presents population, buying power, retail sales and industry in the quad-cities area.

3111. *Remarkable Rockford.*

A study of Rockford and the adjoining counties includes automobiles, charge accounts, buying income, banking, charge accounts, building, distributors, employment, industries, population, retail sales, schools and weather. The study, made by Howard H. Monk & Associates, was financed by the combined radio and tv stations and daily newspapers of Rockford. A brochure on the study is available from WRRR, Rockford.

3232. *Peoria as a Test Market.*

WTVH, Peoria, has issued this report on Peoria industry, population, income by counties and retail outlets.

3356. *Northern Illinois Market Review.*

A quarterly review of the economic conditions of the *Elgin Courier-News* retail trading zone is produced by the Copley Press research department, covering retail sales by categories, wholesale trade, service industries and manufacturing.

3357. *Springfield Review.*

Illinois State Journal and *Illinois State Register* provide a quarterly economic study of 11 central counties of the state. Population, farm income, school enrollment, retail sales, public utilities, employment, construction and banking are covered.

3358. *Elgin Market Data.*

A sheet prepared for the *Elgin Courier-News* contains retail sales in seven categories, buying income and population.

3359. *Aurora Market Facts.*

Similar information, as above, is provided for the market served by the *Aurora Beacon-News.*

3360. *Joliet Market Data.*

Same information, as above, is given on the market of the *Joliet Herald-News.*

NO MONEY, PLEASE

NOTE: Most items are available without charge, but not all. Those requesting material which bears a price must send their requests direct to the publisher. ADVERTISING AGE *cannot handle or process requests for material for which a charge is made.*

3361. *Copley N. Illinois Group.*

A sheet combines the same type of data, as above, on the markets of the Copley Northern Illinois Group (*Aurora Beacon-News, Elgin Courier-News* and *Joliet Herald-News*).

3362. *Suburban Counties.*

A booklet from the Star Publications, Chicago Heights, describes the south Cook and north Will counties market, giving population trends, retail sales and occupations.

3363. *Sangamon County.*

A sheet from the *Illinois State Journal* and *Register* gives Springfield area retail food sales, number of outlets and percentage of volume by chains and independents.

3469. *Peoria Market.*

Population, households, spendable income, retail and food sales broken down for metropolitan Peoria and 11 counties are included in a brochure from the *Peoria Journal Star.*

3470. *Peoria Liquor Study.*

Best selling whisky brands are ranked with totals and percentages of mention in a whisky survey by *Peoria Journal Star.*

3471. *Peoria Beer Survey.*

Best selling beer brands are ranked in a one-page report on the *Peoria Journal Star's* cross section beer survey.

3472. *Springfield Market.*

Population and buying power are included in a report supplied on Springfield by WICS-TV.

3474. *Sterling, Rock Falls.*

Total retail and food sales and spendable income for Sterling and Rock Falls are given in a folder from *Sterling Daily Gazette.*

3607. *Rockford 1960 Data.*

A 12-page booklet describes the 15-county Rockford market as to population; retail sales, wholesale sales, real estate and manufacturing. Issued by the Rockford Newspapers.

3608. *Rockford Market.*

A folder lists major cities in the 15-county Rockford market, with total families in each. Issued by the *Rockford Morning Star* and *Register Republic.*

3610. *Rockford Data.*

This folder shows growth, population and retail sales for the market served by the *Rockford Morning Star* and *Register-Republic.*

3611. *Rockford People, Products, Profile for Progress.*

A reprint of 15 articles, published by Rockford Newspapers, projects Rockford's future industrial growth and examines whether or not there will be enough industries to support the growing community 25 years hence.

3612. *Rockford Makes the Wheels Go 'Round.*

A reprint of six articles published in the *Rockford Register-Republic* surveys the Rockford machine tool industry and other industries and their role in the automotive industry.

3613. *Remarkable Rockford—Where Media Power Meets Buying Power.*

This folder covers local agriculture, automobiles, banking, building, buying income, charge accounts, distributors, employment, population and retail sales. Issued by the Rockford Media Group, c/o John Stafford, News Tower.

3614. *Chicago Now.*

Population, education, employment, recreation, appliances and automobiles in Chicago are sur-

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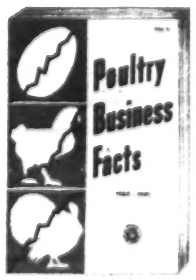

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Available Market Data—Local

To secure copies of data listed, use the return cards

veyed in a brochure issued by the *Chicago Sun-Times* and *Daily News*.

3615. *Alcoholic Beverages in Chicago.*
Chicago sales of alcoholic beverages are analyzed by types and package size, and compared with national averages in a booklet issued by the *Chicago Tribune*.

3616. *Chicago Tribune Consumer Panel.*
This booklet on the *Chicago Tribune's* Consumer Panel surveys purchases of 100 grocery and drug items.

3617. *Chicago Data.*
A booklet issued by the *Chicago Tribune* covers population, housing, retail sales, finances, auto sales and ownership, industry, employment and income.

3618. *Market Power—Chicago.*
Demographic characteristics of 2,956 metropolitan Chicago households purchasing 39 selected items and services are included in a study issued by the *Chicago Tribune*.

3619. *Chicago Metropolitan Area.*
The Chicago metropolitan area, including six counties in Illinois, two in Indiana, and its population, households, consumer spending units, income and store sales by various categories are covered in data sheets issued by WGN, Chicago.

3620. *Selected Television Facts.*
Data sheets issued by WGN, Chicago, cover tv set penetration, number of sets per household, homes using television, viewing by household size and ownership of appliances.

INDIANA

3112. *Richmond Market.*
A folder issued by the *Palladium-Item*, Richmond, includes maps with state and federal highways in the market; retail sales and buying power for Richmond and each county in the market.

3113. *Richmond Market.*
An eight-page booklet issued by the *Palladium-Item*, Richmond, describes the agricultural and industrial market in the Richmond area and gives retail sales and buying power figures.

3114. *WSBT-TV Data.*
A booklet issued by WSBT-TV, South Bend, covers population, buying income, retail sales, drug sales and general merchandise sales in its market.

3115. *WSBT Market Conditions.*
A brochure issued monthly by WSBT, South Bend, contains employment, bank deposits, airport, railway express, utilities, post office and banking data in the South Bend-Elkhart market.

3116. *Kokomo Market.*
A folder issued by the *Kokomo Tribune* includes retail sales, income, payroll and passenger cars in the area.

3117. *Evansville Grocery Distribution.*
The *Evansville Courier & Press* has published this Evansville market study on grocery store distribution confined to 11 major food outlets that account for an estimated 77% share of the market. Classified products, according to brand, are listed, with share of market for each grocery outlet.

3118. *How's Sin in Terre Haute.*
Replying to a recent magazine article derogatory to Terre Haute, the *Terre Haute Tribune-Star* has published a folder on Terre Haute, its population, retail sales, industrial growth, religious and educational expansion, civic development and labor management.

3119. *Terre Haute Industrial Payrolls.*
The *Terre Haute Tribune-Star* has published a partial list of Terre Haute payrolls, showing estimated total annual payroll of 45 companies and institutions, with day of week or month of pay day for each company.

3120. *Muncie Market.*
This market data brochure issued by the *Muncie Star* and *Muncie Press* covers shopping centers, food, drug and oil company retail outlets and industry, agricultural and college educational aspects of the Muncie market.

3121. *WSJV-TV Market.*
Breakdowns by county of population, households, tv homes, income, retail sales, manufacturing in the area are included in the this booklet issued by WSJV-TV, South Bend.

3122. *WTRC Market Folder.*
A folder issued by WTRC, Elkhart, contains coverage map, population, retail sales, income and major industries in the Elkhart area.

3123. *WSJV Market.*
A folder contains a coverage map of the South Bend area, plus population, retail sales, income, and a description of industries, shopping centers, supermarkets. Issued by WSJV-TV, South Bend.

3124. *The Elkhart Market.*
A brochure issued by the *Elkhart Truth* presents income, population and industries in the Elkhart area.

3233. *Gary—the Nation's 44th Market.*
A brochure issued by the *Gary Post-Tribune* contains breakdowns on population, buying power, retail outlets, income levels and employment.

3475. *Indianapolis Market.*
Population totals and growth since 1950 for seven counties surrounding Indianapolis appear in a folder from WISH-TV.

3476. *Indianapolis Facts.*
Family composition, income, shopping habits, auto ownership and plans to buy, and food, beer and liquor volume are covered in a brochure on Indianapolis from the *Indianapolis Star* and *News*.

3477. *Indianapolis Trading Area.*
Map of the 45-county Indianapolis trading area includes total retail, apparel, food, general merchandise, eating and drinking, drug, lumber, building supply, hardware, service station, automotive, furniture and appliance store volume, for Indianapolis. From *Indianapolis Star* and *News*.

3478. *Indianapolis Brand Preferences.*
A booklet for Indianapolis, covering brand preferences in foods, soaps, toiletries, beverages, appliances, automotive and other product categories, is available from the *Indianapolis Star* and *News*.

3479. *Fort Wayne Market.*
A 62-page consumer inventory brochure, covering 59 product categories in 20 Indiana and Ohio counties, is available from WANE-TV.

3480. *South Bend Market.*
Population, income, buying power and retail sales in 12 classifications are covered in a 100-page current booklet from the *South Bend Tribune*.

3488. *South Bend Newsletter.*
Indices of local business and comparisons with year-ago appear in a monthly newsletter of the *South Bend Tribune*.

3621. *Fort Wayne Market.*
A booklet issued by the *Fort Wayne News-Sentinel* and *Journal-Gazette* includes population, income, retail sales, industry and construction in the 15-county trade area.

3622. *Gary Market.*
A booklet issued by the *Gary Post-Tribune* includes income, purchasing power, population, growth, industry and employment.

IOWA

3141. *Cedar Rapids Report.*
Automobile registrations, food, furniture, gas and oil and other sales figures, bank debits and clearings fill a file folder prepared by the *Cedar Rapids Gazette*.

3364. *Eastern Iowa.*
KCRG-TV, Cedar Rapids, provides a coverage map, with population growth, retail sales and effective buying income for Cedar Rapids, Dubuque and Waterloo and 45 counties.

3365. *Quad-Cities Market.*
A study of the Quad-Cities (Rock Island, Davenport, Moline and East Moline) market, including income, average income, farms and value of farm products sold, comes from WHBF radio.

3366. *Middle Georgia Data.*
Population, effective buying income, new industry and farm data for the 60 middle Georgia counties served by WMAZ, Macon radio station, are included in a market presentation by Avery-Knodel.

3760. *Iowa Brand Inventory.*
A report of 173 products by brand in homes at the time of the survey is divided into sections covering groceries, drugs, appliances, auto-farm and miscellaneous. It lists all brands used by more than 2% of the total users in percentage ranking. Issued by the *Des Moines Register* and *Tribune*.

3489. *Statecide Data.*
A booklet published by the Iowa Daily Press Assn. includes farm income, consumer spendable income, school and college enrollment and car registrations.

KANSAS

3367. *WIBW Market.*
Population, income, retail sales and radio homes on a county-by-county basis are included in a brochure for WIBW, Topeka radio station.

3368. *Wichita Growth.*
A 16-page brochure from the *Wichita Eagle* and *Beacon* gives population, income and spending in the coverage area.

3369. *Wichita Consumer Analysis.*
Family brand preferences in various product lines in Greater Wichita are presented in a book compiled by the *Wichita Eagle*.

3761. *Wichita Market Maps.*
A set of maps issued by KTVH, Wichita, offers data on grocery stores, aircraft industry, farming and shopping hours for Wichita and central Kansas.

KENTUCKY

3481. *WSON Market.*
Estimated population, households, cars, spendable income, radio homes, food, drug, eating and drinking, general merchandise, apparel, home furnishings, automotive, filling station and building material sales for the coverage area are supplied by WSON, Henderson radio station.

3623. *Louisville Breakdown.*
Population for 141 Kentucky and southern Indiana counties, cities and towns is included in this booklet published by the *Louisville Courier-Journal* and *Times*.

LOUISIANA

3370. *Baton Rouge Survey.*
A brochure from the *State-Times* and *Morning Advocate*, Baton Rouge, provides per cent of brand ownership in automobiles, major appliances and beer as well as household income and spending habits.

3371. *Shreveport Market.*
Manufacturing, climate, petroleum and natural gas industries, chain stores, banking, transportation and shopping are covered in data sheets from KTBS-TV, Shreveport.

3372. *'Measure Shreveport.'*
A 30-page brochure from the *Shreveport Times* and *Journal* measures the area's growth and gives income and occupations.

3482. *WWL-TV Coverage.*
A coverage map with population, families and retail sales is available from WWL-TV, New Orleans.

3483. *Shreveport Population.*
A one-page, 1950-1960 population comparison for Shreveport metro area, city zone and retail trade zone with gain or loss percentages comes from Branham Co.

3624. *Shreveport Market.*
Data sheets on the Shreveport market include a coverage map and retail sales by county. Issued by the *Shreveport Times* and *Shreveport Journal*.

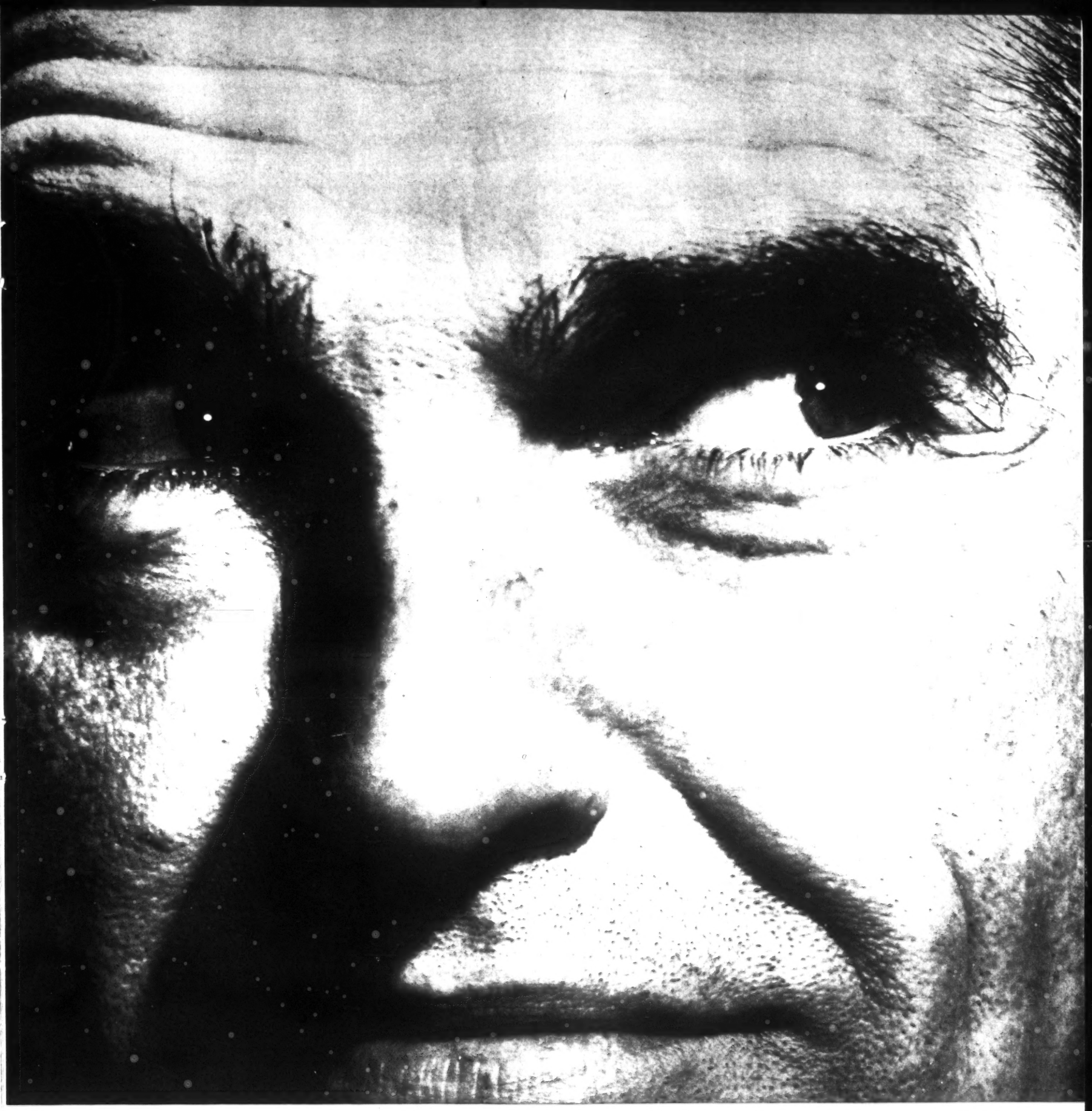
3625. *Shreveport Grocery Volume.*
Volume of 88 chain, cooperative and independent grocery stores is covered in a report issued by the *Shreveport Times* and *Journal*. Included is the percentage of market shared by each chain and cooperative group, as well as per cent of market done by all chains, all cooperatives, independents and others.

3626. *Texas-Louisiana Markets, 1960-61.*
A continuing study of the Shreveport market including brand use of grocery and drug products, vacation habits, leisure time activities, appliance saturation, air conditioning saturation and make of automobile is presented in a booklet issued by the *Shreveport Times* and *Journal*.

3762. *New Orleans Study.*
A study based on approximately 3,000 interviews covers age, marital status, family income, residence, home ownership, occupation and education of New Orleans population. Issued by Gordon L. Joseph & Associates, 416 Gravier St., New Orleans.

MAINE

3142. *Portland Metro Market.*
A ten-page brochure showing population density of Maine and a five-county summary of income, households, food, automotive, gas-station, general merchandise and drug retail sales is offered by the *Portland Press Herald, Evening*



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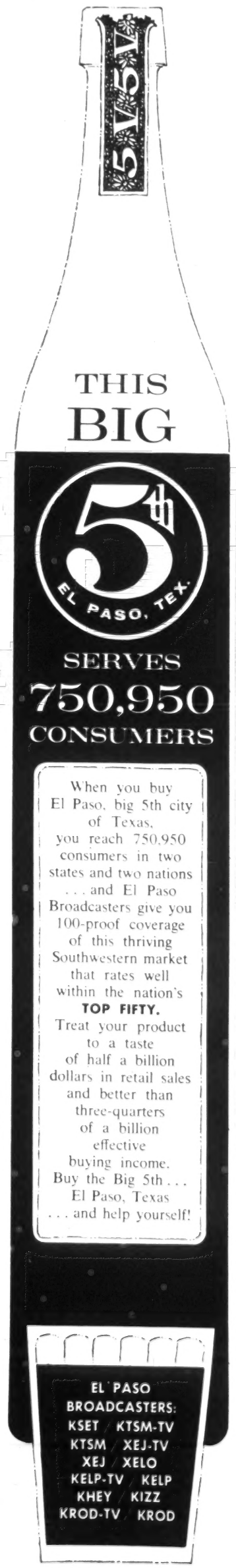


Available Market Data—Local

To secure copies of data listed, use the return cards

Express and *Sunday Telegram*.

3143. *Maine Liquor Sales.*
Maine liquor sales, including annual unit sales per brand and dollar sales in the state's major daily newspaper areas, appear in a four-page brochure available from *Portland Press Herald, Evening Express* and *Sunday Telegram*.

3373. *Liquor Sales.*
Unit sales by stores and dollar sales by brands of 50 categories of liquor are presented in a folder from the *Bangor Daily News*.

3374. *'Blue Chip' Market.*
A folder from *Bangor Daily News* shows population, income and classified retail sales by county.

3646. *Portland Metropolitan Market.*
Households, income, retail sales, plus food, automotive, gas station, general merchandise and drug sales of Cumberland County, York County, Sagadahog County, Lincoln County and Knox County, are included in a brochure available from the *Portland Press Herald* and *Evening Express Sunday Telegram*.

MARYLAND

3145. *WMAR-TV Market.*
A folder prepared by WMAR-TV, Baltimore, includes coverage map, number of tv homes, 1960 population, total retail sales and general information on Baltimore.

3641. *WBAL-TV Market.*
Population, households, tv households, spendable income, total retail sales and food, drug, general merchandise, home furnishing, auto and filling stations sales of the coverage area are included in a sheet issued by WBAL-TV, Baltimore.

MASSACHUSETTS

3146. *South Shore Economy.*
"Quincy-South Shore Intelligence," an economic study of the area's retail sales, income, housing, manufacturing, population growth, buying power and spending habits, was compiled by the *Quincy Patriot Ledger*.

3234. *Lowell Analysis.*
A booklet issued by the *Lowell Sun* covers the local area, including annual expenditures on commodities, population, figures, payrolls and bank assets.

3376. *Boston Data.*
Boston population, retail sales, income and radio homes are included in a 17-page presentation from WBZ, Boston.

3377. *Liquor Distribution.*
The Springfield Newspapers offers a study of the distribution of all liquor brands sold in the metropolitan area, plus the four best sellers in each category. Over 90% of all liquor retailers were surveyed.

3506. *Lynn Market.*
Population, income, retail sales, plus food store, eating and drinking place, apparel store, and drugstore sales are contained in a folder published by the *Lynn Item*.

3642. *Lynn Market.*
The *Lynn Item* has published a brochure containing Lynn population, income, retail sales and food, apparel and drugstore sales.

3643. *Beer, Ale & Wine Distribution.*
The *Worcester Telegram & Gazette* has published its annual distribution survey of 92 brands of beer, ale and wine in 30 representative retail outlets in Worcester.

3644. *Retail Grocery Store Products Distribution Survey.*
The annual distribution survey of 87 classifications and 574 brands of grocery store products in 50 representative grocery stores in Worcester has been issued by the *Worcester Telegram & Gazette*.

3645. *Worcester Data.*
Population and number of households in Worcester are contained in a brochure available from the *Worcester Telegram & Gazette*.

3688. *General Merchandise Marketing Map.*
A map showing the general merchandise market in central Massachusetts, including a listing by type of operation of the more important retail outlets in 16 communities having more than $10,000,000 in total retail sales during 1958 is available from the *Worcester Telegram & Gazette*.

MICHIGAN

3147. *Michigan Market.*
Tax and retail sales by product category in 1960 are covered in a data sheet issued by the *Bay City Times* for its 18-county coverage area.

3235. *Kalamazoo Market.*
A booklet issued by the *Kalamazoo Gazette* includes transportation, retail sales, industry, population, employment, buying income and retail outlets in the area.

3378. *WJBK Data.*
A folder issued by WJBK, Detroit radio station, includes population, households and retail sales by categories.

3379. *WWJ-TV Market Data.*
A sheet from WWJ-TV, Detroit, includes a county-by-county breakdown of population, tv homes, buying income and retail sales (total and in nine categories).

3380. *Battle Creek Shoppers.*
A folder from the *Battle Creek Enquirer & News* surveys local food shopping habits, including chain and independent store preferences, shopping days, member of family who shops and amount spent for groceries.

3507. *1960 Michigan Liquor & Wine Sales.*
The *Detroit Free Press* has published its current annual report showing all liquor and wine sales in the state of Michigan in 1960, broken down by brand preference, and showing size, price, and quantity sold, and percentage change of 1960 over 1959.

3508. *Michigan Liquor & Wine Sales.*
A monthly breakdown by brand, including price and size of all categories of liquor and wine sales in the state of Michigan is available from the *Detroit Free Press*.

3509. *Michigan Data.*
Total retail sales, food sales and general merchandise, apparel, furniture and household appliances, automotive, gas stations, lumber and building hardware and drug sales of Detroit and 16 Michigan counties are included in a booklet issued by the *Detroit Free Press*.

3510. *Top Ten Brands in Detroit.*
A consumer preference study of 130 products and services, in the Detroit market, including food, meat, cleansers, soaps and detergents, cosmetics, appliances and clothing has been published by the *Detroit Free Press*.

3511. *Domestic Brandy Distribution in Detroit.*
The *Detroit Free Press* has published a survey on domestic brandy brand distribution in SDD stores (Specially Designated Distributors) for five different selected socio-economic areas within the Detroit retail market.

3512. *Beverage Buying By Detroit Women.*
A survey of alcoholic beverage buying by Detroit working women, broken down by age, income, occupation, brand and type of beverage preferred, is available from the *Detroit Free Press*.

3513. *Liquor Licensee Map*
A three-color state map of Michigan showing liquor licenses by type and county in 83 Michigan counties is available from the *Detroit Free Press*.

3514. *WJBK Market.*
Population, households, total retail sales and food store, automotive and drugstore sales of its coverage area are contained in a folder available from WJBK, Detroit.

3647. *WJIM-TV Sales Area.*
Population, families, retail sales and income of the sales area, including Lansing, Flint and Jackson, are included in a sheet issued by WJIM-TV, Lansing.

3648. *Grand Rapids Market.*
Population, households, retail sales, income and auto registrations of metropolitan Grand Rapids and of the 23-county West Michigan market are contained in a brochure available from the *Grand Rapids Press*.

3649. *Booth Newspapers Market.*
Population, households, and income of eight markets served by Booth Newspapers, including Grand Rapids, Flint, Kalamazoo, Bay City, Saginaw, Muskegon, Jackson and Ann Arbor are contained in a file issued by the *Grand Rapids Press*.

3763. *Top Ten Brands in Detroit.*
A personal interview consumer inventory of the Detroit market, with product buying profiles of consumers, has been issued by the *Detroit Free Press*. More than 100 types of products are covered.

3828. *Detroit Population, Housing.*
A booklet issued by the *Detroit News* includes land area, population, households, average family income and economic rating for each political subdivision of this three-county area.

3829. *Detroit Retail Sales.*
A month-by-month recap of 1960 retail sales for each major classification of business in Detroit is presented in a folder published by the *Detroit News*.

3830. *Detroit Sales Patterns.*
A booklet issued by the *Detroit News* shows per cent of sales made in each month for each year and for the period of 1955 through 1959 for 48 retail classifications, based on Michigan sales tax returns.

3831. *Retail Sales.*
Retail sales by major classifications in each of 20 cities in the Detroit area, in 1960 vs. 1959, are shown in a folder published by the *Detroit News*.

3832. *Department Store Sales.*
Per cent of sales for departments in Detroit department stores, as reported by the Federal Reserve Bank of Chicago, for each month and each year of 1955 through 1959 is presented in a report by the *Detroit News*.

3833. *Michigan Markets.*
Population, households, income and retail sales by product group and in total are included for Grand Rapids, Flint, Saginaw, Kalamazoo, Muskegon, Jackson, Bay City and Ann Arbor—the eight cities covered by Booth Newspapers, Detroit.

MINNESOTA

3148. *TV Data on 83 Counties.*
A map published by KSTP-TV, Minneapolis, covers 83 counties, their total homes, percentage of tv homes and number of tv homes, plus effective buying income and retail sales by product group.

3149. *68-County Summary.*
A county-by-county breakdown of population, families, effective buying income, retail sales and food sales appears in a folder and 68-county coverage map of WCCO-TV, Minneapolis.

3276. *Minnesota Brand Survey.*
A continuing survey of 119 products in use and brands on hand by 1,200 Minnesota and Hennepin County (Minneapolis) homemakers is covered, including four-year comparisons for most product categories, in a booklet issued by the *Minneapolis Star & Tribune*.

3277. *People & Cigarets.*
This continuing survey of 1,200 Minnesota adults shows cigaret brand rankings with breakdown by regular and king-size, filter and non-filter cigarets smoked by men and women. Issued by the *Minneapolis Star & Tribune*.

3278. *Mr. Minnesota No. 2.*
The *Minneapolis Star & Tribune* publishes this continuing study of 1,200 Minnesota and Hennepin County (Minneapolis) males showing profile information, outdoor activities and product and brand use of automobiles, personal products, clothing, paint and home heating systems.

3280. *WCCO-Land.*
WCCO, Minneapolis radio station, has issued a folder containing population and retail sales in 16 categories for the five-county metropolitan center and 109-county non-metropolitan market served.

3515. *Duluth-Superior Market.*
WDSM-Television, Duluth, has published a folder containing population, households, tv homes, consumer spendable income, total retail sales, food sales and drug, filling station, automotive, general merchandise, apparel and home furnishing sales of the Duluth-Superior market.

3627. *Duluth-Superior Data.*
A report issued by WGN, Chicago, includes population, households, consumer spending units, buying income, retail sales by categories and a number of indices for household measure for the area covered by KDAL, Duluth.

3628. *Duluth-Superior Area.*
A report issued by WGN, Chicago, covers the Duluth-Superior market in comparison with other major markets and the rank of the market population, households, income, etc.

3650. *St. Paul Market.*
Population, income and buying habits of St. Paul families are included in a brochure available from the *St. Paul Dispatch-Pioneer Press*.

3651. *St. Paul Consumer Analysis.*
Consumer brand preferences covering food, beverage, tobacco, cosmetics, etc., plus family characteristics in the St. Paul market are contained in a brochure issued by the *St. Paul Dispatch-Pioneer Press*.

A NEW SALES OPPORTUNITY IN GREATER PHILADELPHIA

September 10, 1961,
The Sunday Bulletin Magazine,
printed in colorful gravure,
commences publication

Locally edited, The Sunday Bulletin Magazine will take a contemporary look at Greater Philadelphia—that sprawling, booming market place spanning 14 counties from the Atlantic Ocean to Pennsylvania Dutchland.

Here's the sort of lively "locally edited" feature you're apt to find in an early issue of the new magazine: a staff writer sets out without a cent to find the answer to the question, "Is Philadelphia the City of Brotherly Love?" And here's another: a prominent band leader concludes that today's teen-ager "is a pretty wonderful kid."

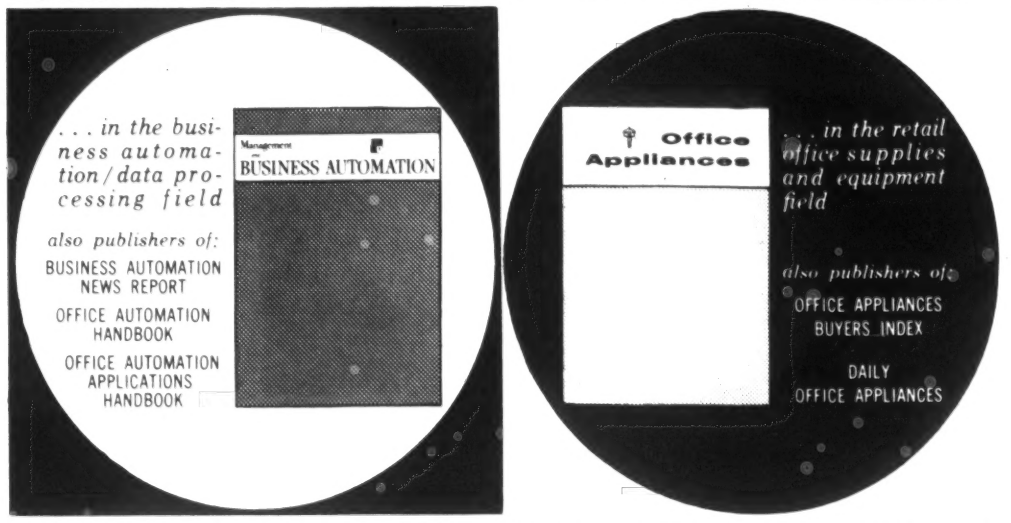
People, perpetually interesting people, will heighten the readership of every issue.

These days, when every line of advertising must pull its weight, introduction of The Sunday Bulletin Magazine should prompt a review of your 1961 plans.

In Philadelphia nearly everybody reads The Bulletin.

A Member of Metropolitan Sunday Newspapers, Inc. A Member of Million Market Newspapers, Inc.

SOURCES OF AUTHORITATIVE MARKET INFORMATION



600 WEST JACKSON BOULEVARD, CHICAGO 6, ILLINOIS

VIGOROUS ACTION BY CITIZENS AND GOVERNMENT BRINGS COVETED AWARD TO WEST MICHIGAN SALES CENTER!

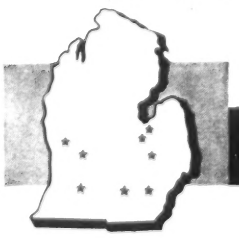
"1960 All-America City" is the latest title bestowed upon Grand Rapids . . . the sales hub of the giant 23-county West Michigan market. In competition with more than 100 other communities across the nation, Grand Rapids is one of 11 cities commended for outstanding 1960 civic accomplishments, in the annual program sponsored by the National Municipal League and Look Magazine.

Here are a few of the civic advancements that made Grand Rapids an All-America City for 1960:

- Voters overwhelmingly approved a new airport.
- Thirteen sq. miles were added to the city through successful annexations.
- Work began on clearing land for a new 44-acre industrial park.
- Voters approved a vast downtown redevelopment program and demolition plans are under way that will convert 40 acres of rundown property into new governmental, cultural and business buildings.
- Construction was started on a new $6,500,000 post office.

Doesn't it make good sense that the responsive citizens of Grand Rapids will make eager, able-to-buy prospects for your advertising message? There's no better way of reaching them than in the pages of The Grand Rapids Press . . . the newspaper read in 9 out of 10 All-America City homes.

Want to know more about Grand Rapids and the billion-dollar West Michigan sales market? Ask your Booth Michigan Newspapers representative for the new market manual—GRAND RAPIDS NEWSPAPER MARKET FACTS. Also ready for distribution: The 1961 BOOTH NEWSPAPERS MARKET FOLDERS, containing circulation and market data for all Booth Michigan newspapers.



THE GRAND RAPIDS PRESS
EVENING • SUNDAY

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Available Market Data—Local

To secure copies of data listed, use the return cards

MISSOURI

3236. *KXOK Market.*
KXOK, St. Louis radio station, has issued a folder with maps showing population, households, food and drug sales of St. Louis, and 110 counties in the coverage area.

3237. *Springfield Market.*
The *Springfield News & Leader-Press* has issued a brochure showing households, population, retail sales, income and industrial growth of the Springfield market.

3238. *KFVS-TV Map.*
KFVS-TV, Cape Girardeau, has issued a map showing population, tv homes and retail sales in its area.

3279. *Springfield Market Folder.*
A brochure issued by the *Springfield News & Leader Press* gives population, retail sales, income and retail and wholesale outlets in the area.

3516. *Joplin Market.*
Population, households and total retail sales of Joplin and its retail trading zone are contained in a folder issued by the *Joplin Globe & News-Herald.*

3517. *Joplin Liquor Distributors.*
A listing of liquor distributors in the Joplin area and brands each carries is available from the *Joplin Globe & News-Herald.*

3518. *KOMU-TV Coverage.*
Population, retail sales, buying income, food sales, general merchandise sales and drug sales of the mid-Missouri market, including Columbia and Jefferson City, are included in a brochure issued by KOMU-TV, Columbia.

3150. *St. Louis County Growth.*
Figures comparing the 1950 and 1960 census findings for 30 St. Louis County cities and towns with percentages of increase or decrease are available from KADY Inc.

3151. *Kansas City TV Data.*
Reprint of a KMBC-TV trade paper ad includes population, spendable income and retail sales figures.

3152. *St. Joseph Market.*
Market profile of KFEQ-TV supplies figures on population, effective buying income, retail sales, food sales and automotive and drug sales in St. Joseph's 15-county retail trading zone as well as in the "hard core market" served by the station.

MONTANA

3281. *Helena Market.*
A folder issued by the *Helena Independent Record* gives Helena school population, resident births, auto registrations, bank debits, assets of financial institutions, post office receipts and liquor sales.

3519. *Missoula Data.*
Population, industry and transportation in the coverage area are covered in a sheet available from KMSO-TV, Missoula.

NEBRASKA

3153. *Lincoln Highlights.*
The *Lincoln Journal & Star* supplies market highlights, including population, families, classified retail sales, vehicle registrations and buying power.

3239. *Omaha Market.*
A report published quarterly by WOW-TV, Omaha, covers current business conditions in the market, comparisons with last year and with other markets; industry, new payrolls and employment.

3282. *KOLN-TV Data.*
A folder issued by KOLN-TV, Lincoln, gives retail sales and tv homes in its market.

3520. *Omaha and Hastings Market.*
Population, families, tv homes, income, and retail sales of the Omaha and Hastings markets are included in a brochure available from KHAS-TV, Hastings.

NEVADA

3154. *Food Brand Choices.*
A report on brand preferences of 75 food products and distribution in independent and chain stores may be had from the *Las Vegas Review Journal.*

make every advertising dollar count!

Concentrate your advertising among MOTHERS (18-34) ...BIGGEST BUYERS OF ALL!

	Women Readers 18-34 Years	Married Women Readers 18-34 Years	Mother Readers All Ages	Mother Readers 18-34 Years
PARENTS' MAGAZINE	**68.9%**	**68.6%**	**96.5%**	**66.7%**
Good Housekeeping	33.6%	31.1%	51.0%	23.1%
Ladies' Home Journal	34.9%	31.1%	49.0%	22.6%
McCall's	33.6%	30.5%	48.7%	22.5%
Cosmopolitan	46.8%	39.7%	44.1%	24.3%
Redbook	46.6%	40.5%	47.6%	27.2%
Life	34.3%	30.2%	52.6%	23.3%
Look	36.4%	31.4%	49.6%	23.3%
Saturday Evening Post	34.4%	30.4%	47.9%	22.3%

PARENTS' MAGAZINE BRINGS YOUR STORY HOME TO FATHERS, TOO!

NUMBER OF FATHER READERS (18-44) Per 100 Copies; Parents' Magazine-30, Good Housekeeping-9, Ladies' Home Journal-8, McCall's-9, Cosmopolitan-19, Redbook-18, Life-34, Look-32, Saturday Evening Post-32.

SOURCE: Daniel Starch & Staff, "1960 Consumer Magazine Report," Special Tabulation

Father plays a key part in the purchase of homes, automobiles, insurance, household appliances, major items of all kinds. But it is mother who flashes the green light to "buy!" Parents' Magazine gives you both buyers: the biggest percentage of mothers 18-34 among all national magazines, by far, and a man-sized number of Father-Readers (18-44) per 100 copies.

Parents' Magazine

52 Vanderbilt Avenue, New York 17
Chicago • Atlanta • Boston • Los Angeles • San Francisco

CIRCULATION: 1,850,000 FAMILIES WITH 4¼ MILLION GROWING CHILDREN!

Available Market Data—Local

To secure copies of data listed, use the return cards

3240. *Reno, Nucleus of Nevada.*
A folder issued by Reno Newspapers Inc., covers retail sales in ten categories, and employment, education and population.

3283. *KOH Data.*
KOH, Reno, has issued a folder which covers population, families, income and retail sales data in the 19-county market of KOH.

NEW HAMPSHIRE

3315. *Nashua Story.*
The *Nashua Telegraph* will publish July 1 a brochure containing population figures of Nashua, N. H., and all cities and towns in the area and an analysis of industrial, residential and retail growth over the past 12 years.

NEW JERSEY

3155. *Bergen County Dogs.*
A sheet published by Bergen Evening Record Corp. reports the latest (1959) census of licensed dogs in Bergen County, broken down in towns.

3156. *Alcoholic Beverages.*
Bergen Evening Record Corp. offers a report breaking down by county the state's sales of beer, liquor, still wine, sparkling wine and vermouth, in gallons.

3157. *Passenger Car Sales.*
A breakdown of 1960 passenger car sales in the state by make and county is made available by Bergen Evening Record Corp.

3246. *Northern New Jersey.*
A map-booklet issued by United Advertising Corp., Newark, and O'Mealia Outdoor Advertising Corp., Jersey City, deals with an eight-county market in northern New Jersey, and includes number and location of factories employing 500 or more persons, average number of miles traveled per day per employe to and from work, number and location of major supermarkets and average mileage traveled between home and store, and relationship of these factors to outdoor posters.

3247. *Future of the New York Region.*
Anticipated growth in population and jobs for each of the counties in the New York Region is covered in a brochure based on a Harvard University report and published by the *Home News*, New Brunswick.

3248. *New Brunswick Market Data.*
Population, income and retail sales estimates for the New Brunswick market are contained in a report available from the *Home News*, New Brunswick.

3249. *Monmouth County Data.*
A brochure published by *The Register*, Red Bank, contains retail sales by product category and households in the local area.

3284. *Asbury Park Market.*
Retail sales and 1960 census figures by town and city are covered in this report by the *Asbury Park Press*.

3285. *Camden Market.*
A report issued by the *Camden Courier-Post* surveys Camden transportation, population, housing, banks, passenger car registrations, utilities, industry, agriculture, retail outlets and wholesale distributors.

3286. *Camden - Here's WHY.*
A report on Camden County, Gloucester County and Burlington County, issued by the *Camden Courier-Post*, includes population income and retail sales.

3287. *Commuting Patterns of Middlesex County.*
A sheet issued by the *Home News*, New Brunswick, shows number of workers in 16 towns and, in each, the percentage of workers living and working in Middlesex County.

3288. *Levittown-Burlington Data.*
Maps, population, dwelling units income and retail sales in Burlington County, New Jersey, are included in this folder issued by the *Levittown Times*.

3771. *Hudson County Market.*
Population and households of the Hudson County market are included in a brochure issued by the *Jersey Journal*.

NEW MEXICO

3521. *Albuquerque Market.*
Population, retail sales per household, households, tv homes, drug sales, auto sales, gasoline sales, furniture and household appliance sales and food sales are included in a booklet issued by KOAT-TV, Albuquerque.

3523. *Roswell Data.*
Population, income, retail and wholesale sales of Roswell are contained in a sheet issued by Taylor Broadcasting Co., Roswell.

NEW YORK

3158. *Vacation Travel.*
A five-year (1956-60) comparative survey of family vacations by its listeners and by non-listeners is provided by WQXR, New York radio station (am and fm).

3159. *Automotive Survey.*
Cars owned and gasoline used, by make and brand, during a five-year period by listening families and non-listeners of WQXR, New York, are reported in a booklet issued by the station.

3160. *Financial Survey.*
A qualitative five-year survey of financial status, banking and investments among WQXR families and those that do not listen to the station is provided by the New York radio station.

3161. *Beer and Ale Inventory.*
WQXR, New York radio station, has available a five-year (1956-60) "inventory" of beer and ale brands found in the homes of its listeners and non-listeners.

3162. *Cigaret Brand Survey.*
A five-year comparative survey of brands smoked by men and women in families listening to WQXR and those not tuning in the New York station was based, like the other WQXR offerings listed above, on Pulse Inc. personal surveys.

3163. *Binghamton Market.*
A survey of the Binghamton metropolitan area and surrounding counties issued by the *Binghamton Press* includes population, retail sales and industrial employment.

3250. *WNTA-TV Coverage Data.*
Population, households, effective buying income and households in the 34-county area of WNTA-TV, New York, are included in a coverage map issued by NTA Spot Sales, New York.

3289. *Troy Market.*
A folder issued by the *Troy Record* details retail sales for a five-county retail zone and includes population and auto registrations.

3291. *Big Drum Along the Mohawk.*
This booklet outlines the growth of the Utica-Rome market during the past 10 years and includes population, households, income, retail sales and tv homes in the seven-county market. Issued by WKTV, Utica-Rome.

3292. *Mohawk Valley.*
WKTV, Utica-Rome, has issued a booklet describing the industrial opportunities in the Mohawk Valley, including maps and illustrations.

3293. *WKTV Coverage Map.*
A coverage map issued by WKTV, Utica-Rome, includes population, households, income and retail sales for the seven-county market.

3294. *WENY Data.*
WENY, Elmira, has issued a data sheet with map and population, households, radio homes, passenger cars, buying power, farm population, and retail sales.

3524. *Rochester Area Market.*
Population, income and retail sales of Rochester are included in a folder available from the *Rochester Times-Union* and *Democrat & Chronicle*.

3652. *New York Negro Market.*
Population of the Negro market in New York is included in a fact sheet issued by WWRL, Woodside.

3653. *Negro and Spanish-Puerto Rican New York Market.*
Negro and Spanish-Puerto Rican population for each of 17 counties in the metropolitan New York area is contained in a sheet available from WWRL, Woodside.

3654. *New York Negroes.*
Population of the Negro market in New York and its metropolitan area, plus a breakdown of its income groups, are included in a fact sheet available from WWRL, Woodside.

3655. *Spanish-Puerto Rican Market in New York.*
Population and spendable income of the Spanish-Puerto Rican market in New York are contained in a fact sheet issued by WWRL, Woodside.

3656. *New York Market Grocery Inventory.*
A monthly measurement of the sale of 498 brands of grocery products in 46 classifications giving the actual sale of each brand by size in a representative sample of 120 grocery stores in the New York 14-county market is available from the *New York World-Telegram & Sun*.

3657. *New York Liquor Inventory.*
A monthly measurement of the sale of 167 brands of distilled spirits in seven classifications, giving the actual sale of each brand by size, is available from the *New York World-Telegram & Sun*.

3658. *Long Island Market.*
Population and market data of the Long Island market are included in a sheet available from the *Long Island Daily Press*, Jamaica.

3687. *New York New Car Sales.*
The *New York World-Telegram* has published a booklet which isolates the new car sales potential in the New York market.

3772. *Syracuse Market.*
Population, households, retail sales and food, drug store, furniture-household, general merchandise and automotive sales in the 15-county coverage area are contained in a booklet available from the *Syracuse Herald-Journal* and *Post-Standard*.

NORTH CAROLINA

3252. *Raleigh Market Data.*
Population, households, income, retail sales in total and by product group are included in a data sheet published by WPTF Radio Co., Raleigh.

3253. *WDNC Market Data.*
Population, retail sales, food and drug sales, of its coverage area are included in a brochure available from WDNC, Durham.

3295. *Raleigh Market.*
The Raleigh metropolitan area plus 33 counties in North Carolina are described as to population, households, income and retail sales. Issued by the *Raleigh News & Observer*.

3296. *WFMY-TV Data.*
A folder issued by WFMY-TV, Greensboro, contains population, households, income, retail sales for Greensboro, Raleigh-Durham, Charlotte, Atlanta, Richmond and Norfolk.

3297. *Retail Digest.*
A monthly report issued by the Piedmont Publishing Co., Winston-Salem, includes retail sales by product groups plus sales trends.

3298. *Winston-Salem Market.*
A booklet published by Piedmont Publishing Co., Winston-Salem, covers families in Northwest North Carolina, population, retail sales industrial expansion, residential building, utilities, bank deposits, etc.

3299. *Frozen Foods-Juices Distribution.*
The *Winston-Salem Journal* and *Sentinel* has published a report on a cross-section panel of grocery stores in the area, including distribution of frozen foods and juices.

3300. *Winston-Salem Market.*
Sheets issued periodically by Piedmont Publishing Co., Winston-Salem, show market changes and conditions, including employments, wages, labor force activity, population, etc.

3301. *Health, Drug & Beauty Aids Distribution Survey.*
Piedmont Publishing Co., Winston-Salem, publishes semi-annually a report on a cross-section panel of grocery stores in the area, showing distribution of health, drug and beauty aids.

3302. *New Car Data.*
Comparisons of new car sales in the Winston-Salem metropolitan area are shown in a sheet issued by the Piedmont Publishing Co., Winston-Salem.

3773. *Charlotte Top Ten Brands.*
A consumer inventory of the top ten brands in Charlotte is available from the *Charlotte Observer* and *News*.

NORTH DAKOTA

3303. *Grand Forks Market.*
North Dakota markets are covered as to retail sales, food sales,

the new Commodore!

Ask about the handsomely decorated and magnificent new Windsor Ballroom and smaller suites for all your functions, large or small.

Heart-of-New York Location!

Between U.N. and Theatre Districts; minutes from the Coliseum, Madison Square Garden, shops, night spots. All transportation at door. Close to Rail and Air Terminals; right at Grand Central, near Eastside Airlines Terminal.

Easy to reach by Car!

Private Motor Entrance... uncongested, traffic-free.

2000 Modern Rooms and Suites!

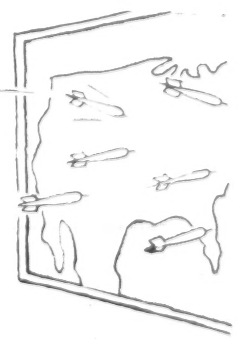
All outside with private bath

FOR RESERVATIONS, WIRE, WRITE OR CALL:

HOTEL Commodore
42nd St. at Lexington Ave.,
New York 17, N.Y. MU 6-6000

"You Missed South Bend!"

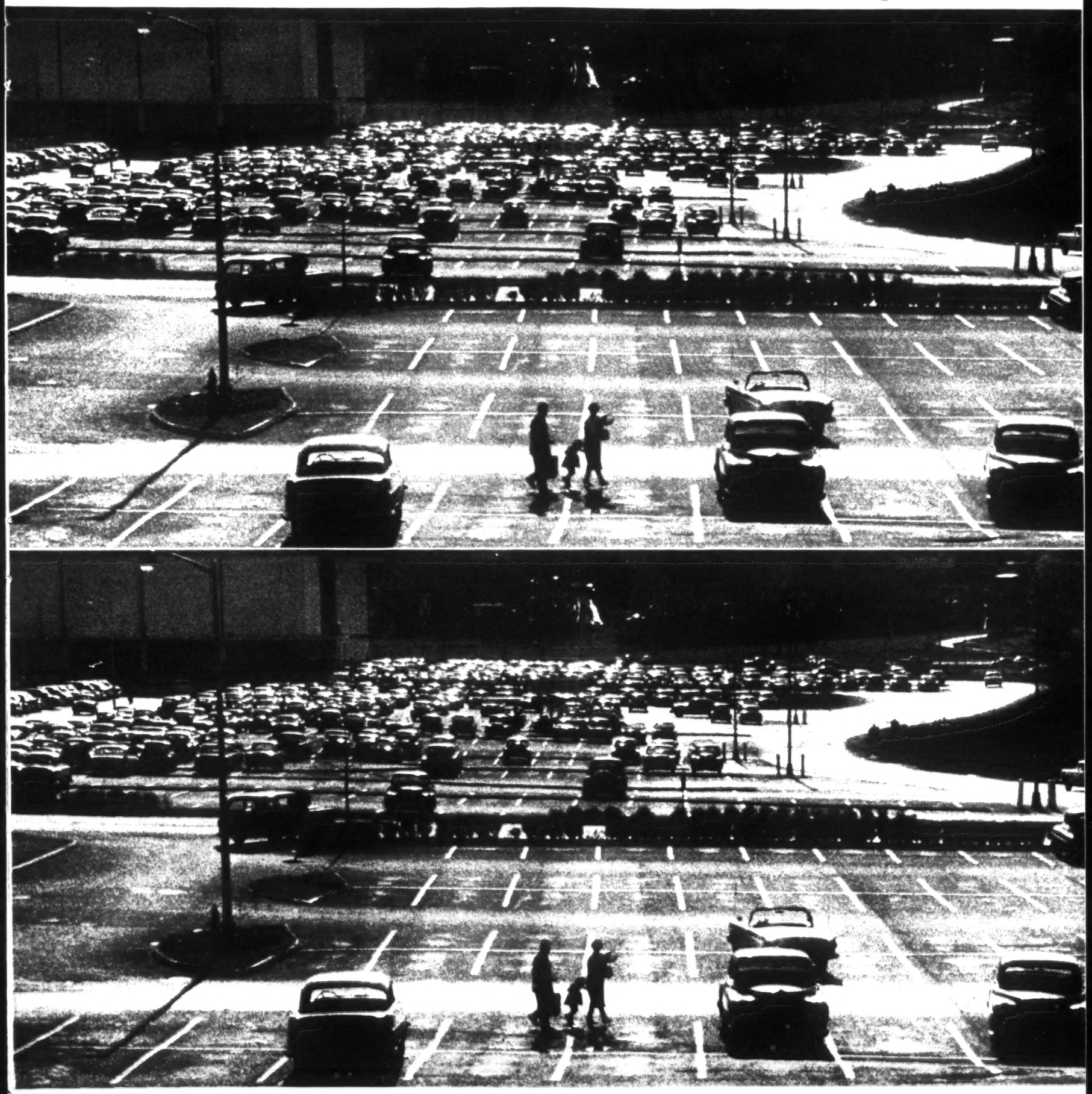
Remove the blindfold George, and take a good look at the South Bend market. Please note that it has 915 thousand customers with more than $1 billion in buying income. Note, too, that South Bend is not in the shadow of Chicago . . . it takes South Bend TV to sell the South Bend TV audience. It's a big target, but you can hit it with one shot—use WSBT-TV. High rated CBS shows and popular local programs do the trick. WSBT-TV is carrying 37 of the top 50 locally-favored shows. Consistently captures 42% to 48% share of the sets in use in this 5-station market. Get with it man. Better yet, get with your Raymer man, he has the fine points.



WSBT-TV CBS TELEVISION NETWORK Channel 22
SOUTH BEND, INDIANA

ASK PAUL H. RAYMER, NATIONAL REPRESENTATIVE

"Shopping in the suburbs is a family thing. Tom does all the driving and carrying. The kids do all the wanting—from rocket-ship rides to another drink of water. And I spend all the money."



New York is cash, charge, deliver, take... on the biggest scale in the world. In an average week, New Yorkers spend $190,343,750 at retail... more than in Chicago, Boston and Philadelphia combined. To move merchandise in both city and suburbs, department stores use The New York Times more than any other medium. It serves New Yorkers with the most news... sells them with the most advertising. New York is The New York Times.

Available Market Data—Local

To secure copies of data listed, use the return cards

auto sales and drug sales, plus population in a brochure published by the *Grand Forks Herald*.

3659. *KFYR-TV Market.*
Population, families, retail sales and income of the KFYR-TV, Bismarck, area are contained in a sheet available from Meyer Broadcasting Co., Bismarck.

3660. *Fargo-Grand Forks Data.*
Population, households, tv homes, retail sales, income, and food store, drug store, general merchandise, apparel, automotive and gas station sales for the Fargo-Grand Forks market are contained in a folder issued by KNOX-TV, Grand Forks.

OHIO

3181. *Toledo Market.*
Population, effective buying income, total retail sales, and food, general merchandise, apparel, furniture, household appliance and automotive sales in the coverage area are contained in a brochure published by WTOL-TV, Toledo.

3182. *Lima Market.*
Population, home ownership, appliance usage, retail sales and industrial information on the Lima and Allen County market, has been prepared by the Lima Citizen publishing Co., Lima.

WTRF-TV STORY BOARD

T. R. Effic!

A FRUSTRATED MOTORIST tried to pass a truck for many miles. Everytime he tried to pass, the truck driver increased his speed or swerved toward the middle of the road. Finally, at a stop sign, the motorist pulled alongside the truck driver's window. "Well?" growled the truck driver glaring viciously. "Nothing important," was the motorist's reply. "I know what you are but I merely wanted to see what one looks like."

Wheeling wtrf-tv

JOAN D'ARC was the first to say it . . . I'm smoking more but enjoying it less! (Thanks to Wanda Rennie of Shadyside, Ohio)

wtrf-tv Wheeling

BEST WAY to find out if you're a poor loser: diet!

Wheeling wtrf-tv

UNDER THE PIE LIST on the menu of the Three Gaynors Restaurant is printed . . . Remember the Alamode.

wtrf-tv Wheeling

SIGN on Cape Canaveral Restaurant . . . Out to Launch.

Wheeling wtrf-tv

IF YOU WANT TO LAUNCH a successful spot schedule and reach the big TV audience in the Wheeling-Steubenville Industrial Ohio Valley, ask George P. Hollingbery to arrange your advertising on WTRF-TV. Do it from Wheeling!

wtrf-tv Wheeling

THE HOLLYWOOD YOUTH was so proud he had more parents than anybody at the PTA meeting.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

3183. *Toledo Area.*
Population, population characteristics, families, effective buying income and total retail sales are contained in a brochure issued by the *Toledo Blade*, Toledo.

3184. *Toledo Brand Preferences.*
Top ten brand preferences in food, cigaret, beer, wine, dog food, cleanser, cosmetics, kitchen appliances, automobiles and household appliance categories in the Toledo area are covered in a brochure prepared by the *Toledo Blade*.

3185. *Cleveland Liquor Sales.*
Retail and wholesale liquor sales are reported by brand and by bottle size for each of Ohio's five liquor districts, and by the 23 individual counties of Districts D and E in a brochure published by the *Cleveland Plain Dealer*.

3186. *Cleveland New Car Sales.*
Total sales, by makes of cars and by individual dealers for the last available month and for the year to date in Cuyahoga County are reported in a brochure published by the *Cleveland Plain Dealer*.

3187. *Cleveland Appliance Sales.*
Sales of 342,183 appliance units in the 30 counties of the Cleveland market, including unit volume by individual counties, by store types of Cleveland's central business district and by geographic areas within Cuyahoga County is available from the *Cleveland Plain Dealer*.

3188. *Greater Cleveland Food Store Sales.*
Food store sales volume, distribution, average sale and average inventory per store handling, plus total county sales reported by store types are included in a brochure, published by the *Cleveland Plain Dealer*.

3189. *Cleveland Retail Purchasing.*
A quick appraisal of sales expectancy in Cleveland within each census tract by relating its number and share of the county's families to its share of retail purchasing, is contained in a booklet available from the *Cleveland Plain Dealer*.

3254. *Catholic Retail Spending.*
Total retail spending by major retail categories of three Catholic dioceses, embracing all northern Ohio by principal cities and counties, is contained in a report available from Catholic Quality Newspapers of Northern Ohio, Cleveland.

3255. *Catholic Market of Cleveland.*
Population and retail sales, broken down by food, general merchandise, apparel, furniture, household appliance, automotive, and drug, of the Catholic population in the Cleveland diocese are included in a brochure available from the *Catholic Universe Bulletin*, Cleveland.

3256. *Columbus Market Consumer Analysis.*
The *Columbus Dispatch* and *Citizen Journal*, Columbus, has published its 1960 Consumer Analysis. Brand preferences are reported in grocery products, drugs and toiletries, beverages, homes and appliances, automotive and general.

3257. *Columbus Data.*
Population and number of households in the Columbus metropolitan area are included in a booklet available from the *Dispatch & Citizen*, Columbus.

3304. *Toledo Market.*
A booklet issued by the *Blade* and *Times* includes population, households, income and sales by various types of retail outlets for each of 14 counties.

3305. *Top Ten Brands in Toledo.*
Consumer preferences in Toledo for basic food items, appliances, automobiles and cigarets are surveyed in a booklet issued by the *Toledo Blade* and *Times*.

3306. *Liquor Sales Report.*
Sales in Ohio state district "b", wholesale and retail, by counties, by brands, by type, by size, for the first half of 1960 and first half of 1959 are covered in a booklet issued by the *Toledo Blade* and *Times*.

3307. *WIMA Market Data.*
A booklet issued by WIMA, Lima radio station, includes an area map with 10-county population growth of the area in the past 10 years; a breakdown of native, foreign born and colored in the trading area; occupational breakdown of Lima-Allen County; labor force, retail sales, payroll and stores of area; and a list of towns within 50 miles radius of Lima.

3308. *Steubenville Market.*
A booklet issued by the *Steubenville Herald-Star* compares Steubenville with towns of 25,500 to 50,000 and includes population and retail sales by classification.

3309. *Elyria Story.*
This report covers retail sales and local industry. Issued by the *Elyria Chronicle-Telegram*.

3310. *Elyria—A Major Market.*
A folder issued by the *Elyria Chronicle-Telegram* includes income, retail sales and industry, plus a comparison of the Lorain-Elyria market with the other 14 metropolitan areas in Ohio.

3311. *Elyria File.*
The *Chronicle-Telegram* has published data sheets showing population growth of Elyria, Lorain County and Lorain.

3526. *Youngstown Market.*
Population shifts in Youngstown and suburbs, 1950-60, are shown in a folder available from WKBN Broadcasting Corp., Youngstown.

3525. *Cincinnati Market.*
WCKY, Cincinnati, has published a folder containing local population, families, radio homes, radio equipped cars, total retail sales and general merchandise, apparel, automotive, filling station and home furnishing sales.

3661. *Cincinnati Market.*
Population, households of the Cincinnati market are included in a sheet available from the *Cincinnati Enquirer*.

3662. *Cincinnati Top Ten Brands Consumer Inventory.*
An 80-page booklet containing survey results on brand preference and usage of 130 product classifications in the 19-county Cincinnati market is available from the *Cincinnati Enquirer*.

3663. *Akron Top Ten Brands.*
Brand preferences of 130 different categories in the Akron market are contained in a booklet published by the *Akron Beacon Journal*.

3664. *Northeast Ohio Data.*
Population, income, employment, retail sales and liquor distribution in the northeast Ohio market are covered in a brochure published by Rowley Publications, Painesville.

3665. *WJW Market.*
Population, households, retail sales and sales for food stores, automotive and drug stores of the coverage area are included in a sheet issued by WJW, Cleveland.

3677. *Cincinnati Enquirer Market.*
The *Cincinnati Enquirer* has published a coverage map showing population, and households in its 19-county coverage area.

3774. *Youngstown Top Ten Brands.*
A consumer inventory of top ten brands in Youngstown including foods, soaps, cosmetics and appliances, is available from the *Youngstown Vindicator*.

3775. *Toledo Top Ten Brands.*
The sixth annual consumer brand preference inventory of the Toledo market is available from the *Toledo Blade* and *Times*.

3776. *Cincinnati Top Ten Brands.*
Third annual consumer inventory of the top ten brands in the Cincinnati market covering food, soaps, cosmetics and appliances has been published by the *Cincinnati Enquirer*.

3777. *Akron Top Ten Brands.*
A consumer inventory of the top ten brands in the Akron market has been issued by the *Akron Beacon Journal*.

3679. *Cincinnati Shopping Centers.*
The *Cincinnati Enquirer* has published a study of the impact of planned shopping centers on the metropolitan Cincinnati market, giving the history of shopping center movement in Cincinnati, economic analysis and survey of changing shopping patterns in the area.

OKLAHOMA

3258. *Tulsa Trade Area Data.*
Population, broken down by towns and counties, in Tulsa and a trade area comprised of Oklahoma, Arkansas, Kansas and Missouri are included in a brochure available from the Tulsa Newspaper Printing Corp., Tulsa.

3313. *Oklahoma City Market.*
A booklet issued by WKY, Oklahoma City, shows industrial diversification of the market and its growth pattern from 1950 to 1960.

3527. *Tulsa Data.*
A 1950-1960 comparison of population, household, retail sales, food sales and general merchandise, furniture and household, automotive and drug sales and income of the Tulsa area are included in a sheet published by the *Tulsa World* and *Tribune*.

3528. *Magic Empire Data.*
Population, families, income, retail sales and apparel, automotive, drug, food, furniture, household and gas station sales of the 40-county Magic Empire, comprised of northeastern Oklahoma, southern Kansas, southwestern Missouri and western Arkansas, are contained in a folder issued by the *Tulsa World* and *Tribune*.

3666. *KTOK Market.*
Population, households, income, retail sales, radio homes and farm population in the coverage area are contained in a sheet available from KTOK, Oklahoma City.

3778. *Lawton Data.*
Population, buying income and retail sales of Lawton are included in a brochure issued by the Texas Daily Press League, Dallas.

OREGON

3190. *Salem Market.*
Population, families and economic stabilizing factors in the Salem market are included in a market data letter, published by the *Oregon Statesman* and *Capital Journal*, Salem.

3191. *Portland Brand Preferences.*
A booklet published by the *Portland Oregonian* reports the usage of 160 product types in Portland households and in *Oregonian*-reading households in the same area. Households are broken down by income, age of head and number of persons. Population characteristics are also included.

3259. *Portland Market.*
Population, total families and effective buying income in the Portland market are contained in a brochure available from KGON, Portland.

3391. *Eugene-Springfield Market.*
Population, families, retail sales, income per family and total income of the Eugene-Springfield market, are contained in a brochure published by the *Eugene Register Guard*.

3530. *Albany Market.*
The *Albany Democrat-Herald* has published a fact sheet containing population, income, total retail sales and sales for food, general merchandise, furniture and appliances, automotive, gas stations, drugs and liquor of the Albany market.

3779. *Portland Top Ten Brands Survey.*
The annual top ten brands survey in the Portland market covering foods, soaps, cosmetics and appliances has been published by the *Portland Oregonian*.

PENNSYLVANIA

3192. *Beaver County Data.*
An 18-page booklet containing a map of the Beaver County marketing area, figures on industrial expansion, statistics on purchasing power, data on retail sales, income,

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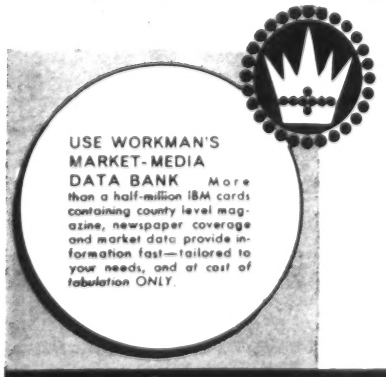

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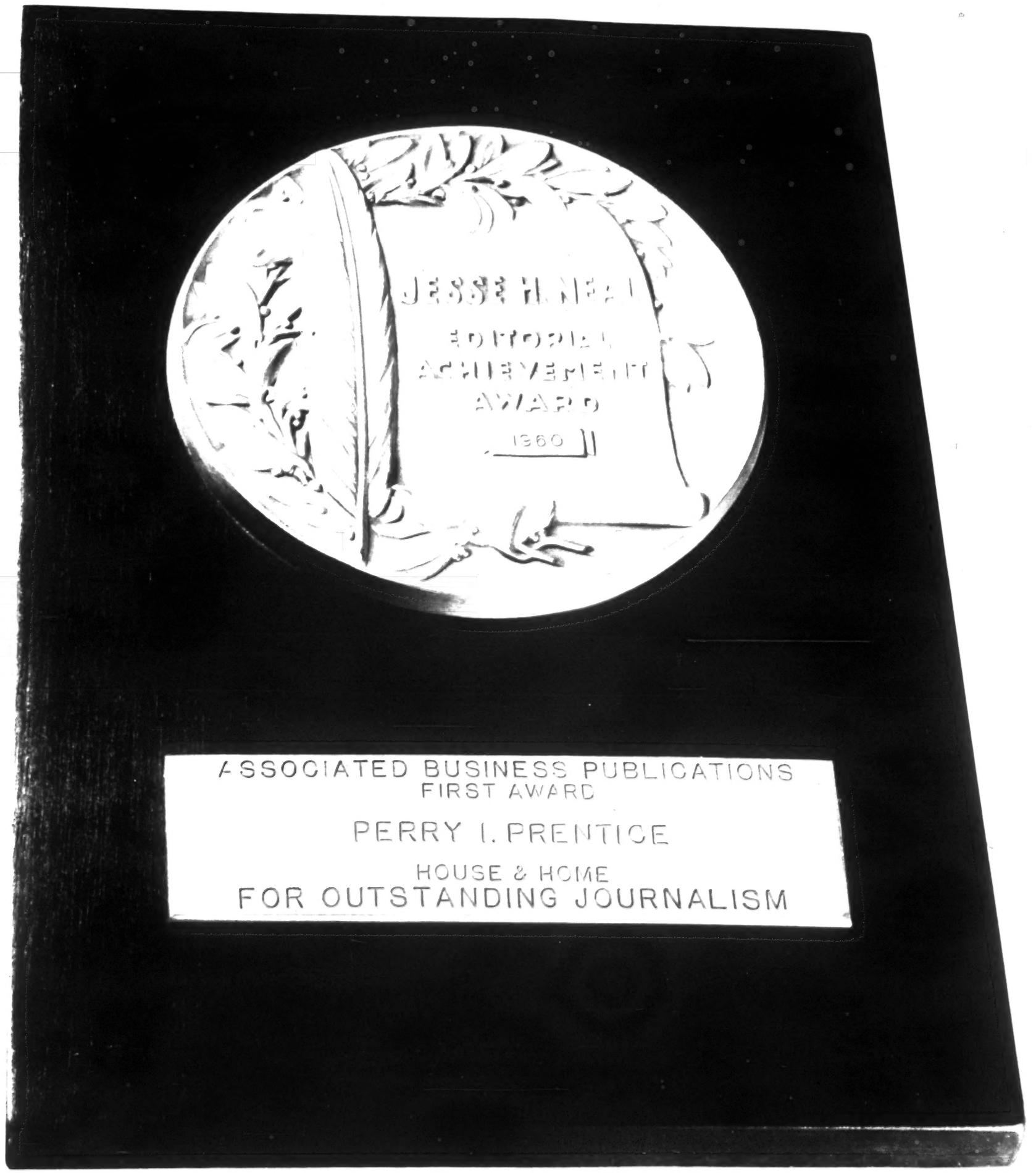

This is the Pulitzer prize of businesspaper journalism. We had healthy competition for it, because the game is played against any ABP member publication with a circulation of over 35,000. So forgive us for being puffed out to there to have our Special Issue on Land (August-1960) selected as the most "outstanding editorial accomplishment" of the year among that group of distinguished businesspapers. This is our seventh year in a row for winning Jesse H. Neal awards, and running up a record like that (unmatched in the business-paper field) makes nailing up our newest trophy all the nicer.

House & Home *published by* TIME INC.

Available Market Data—Local

To secure copies of data listed, use the return cards

food markets, employment, spending and savings, has been published by the *Beaver County Times*, Beaver.

3260. *Delaware County Data.*
Families, broken down by cities, townships and boroughs, in the coverage area are contained in a brochure published by the *Delaware County Daily Times*, Chester.

3261. *Allentown Market.*
Effective buying income, retail sales broken down by food stores, general merchandise, apparel stores, furniture, automotive and drugs and total retail sales for Allentown are included in a brochure, published by Call-Chronicle Newspapers, Allentown.

3262. *Harrisburg Market Data.*
Population, families, retail sales and buying income of the Harrisburg market, are included in a brochure published by the *Patriot-News*, Harrisburg.

3263. *Harrisburg Data.*
Population, retail sales, retail volume, per capita sales and income, per capita spending of leading Pennsylvania cities are contained in a brochure published by the *Patriot-News*, Harrisburg.

3392. *Philadelphia Data.*
A folder containing retail sales, food, eating and drinking, general merchandise, apparel, furniture and household appliances, automotive, gas stations, lumber, building hardware and drug sales in the Philadelphia area is available from the *Philadelphia Daily News*.

3393. *Wilkes-Barre-Hazelton Data.*
Population, income, retail sales and food, drug and automotive sales of radio homes in the WILK, Wilkes-Barre-Hazelton, market are included in a brochure available from Avery-Knodel Inc., New York.

3394. *Lower Bucks County Market.*
Population, income, retail sales, liquor and automotive sales in the Lower Bucks County market, including Levittown, Fairless Hills and Bristol, are included in a booklet published by the *Levittown Times* and *Bristol Daily Courier*.

3531. *Pittsburgh Metropolitan Market.*
Pittsburgh population, total retail sales and sales of food, general merchandise, apparel, furniture and household appliances, automotive, gas stations and drugs of its metropolitan area are included in a fact folder available from Bottinelli-Kimball Inc., New York.

3532. *Penn Group Newspapers Market.*
Population, total retail sales and sales of food, drugstore, automotive and gasoline stations in the area served by the Penn Group newspapers, are contained in a fact folder available from Bottinelli-Kimball Inc., New York.

3534. *Philadelphia Market.*
Households by counties, towns and townships in the greater Philadelphia market are contained in a booklet available from the *Philadelphia Bulletin*.

3535. *Philadelphia Data.*
A detailed breakdown of all municipalities in the Greater Philadelphia market showing population changes between 1950 and 1960 is contained in a sheet issued by the *Philadelphia Bulletin*.

3536. *Pittsburgh Shopping Centers.*
A listing of all shopping centers in the Pittsburgh area, showing center location, number of stores, parking spaces and type of center, is available from the *Pittsburgh Post-Gazette*.

3537. *Pittsburgh Major Food Chain Locations.*
A listing of six major chain food stores in the Pittsburgh 14-county market, showing store locations, total number of food stores and food sales by municipality, are included in a fact sheet available from the *Pittsburgh Post-Gazette*.

3538. *Pittsburgh Market.*
Retail sales for general merchandise group stores, food stores, automotive dealers, gasoline service stations, apparel and accessory stores, drug and proprietary stores, furniture and home furnishings, and eating and drinking places, in the Pittsburgh market, plus population compared with other big cities, are contained in a fact sheet issued by the *Pittsburgh Post-Gazette*.

3539. *WIBG Market.*
Population and food store, automotive, and drug store sales in the Philadelphia market are contained in a folder available from WIBG, Philadelphia.

3540. *Philadelphia Data.*
Characteristics and habits of Philadelphia radio listeners, including earnings, purchases, home and appliance ownership, ages, etc., are included in a booklet available from WIBG, Philadelphia.

3541. *Greater Philadelphia Market.*
Retail sales in the Philadelphia market, including comparisons of counties of the 1954 and 1958 U. S. Census of Business, covering total retail trade, food stores, furniture, home furnishings and equipment stores, are contained in a brochure issued by the *Philadelphia Bulletin*.

3667. *Suburban Philadelphia Data.*
Population of Philadelphia community business areas are included in a fact sheet available from the *Philadelphia Inquirer*.

3668. *Philadelphia Expenditure Patterns.*
Comparisons of expenditures and living standards of Philadelphia worker families with those of other large cities are contained in a sheet issued by the *Philadelphia Inquirer*.

3669. *Philadelphia Retail Trade.*
Comparisons of establishments and sales in 11 classifications of retail trade by counties in the Philadelphia retail trading area are included in a sheet published by the *Philadelphia Inquirer*.

3672. *Pennsylvania Liquor Facts.*
A report of 45 best selling whiskies in Pennsylvania during 1960, broken down by case sales and brands' rank is available from the *Philadelphia Inquirer*.

3673. *Philadelphia Beer & Ale Data.*
A survey of beer and ale distributors and retail licensees determining distribution and leading brands in Philadelphia, is available from the *Philadelphia Inquirer*.

3674. *Wheeling-Pittsburgh Data.*
A brochure emphasizing the affinity of Wheeling, W. Va., to Pittsburgh from a marketing standpoint, plus population, households, total retail sales and income of the Wheeling market is available from Johnson, Kent, Gavin & Sinding, New York.

3675. *Pittsburgh Market.*
A comparison of Pittsburgh with ten other major league markets in buying power, retail sales and dollars spent on services, is included in a booklet available from the Reuben H. Donnelley Corp., Pittsburgh.

3676. *Mighty Midland Market.*
Population, retail sales, and income of Pennsylvania's Mighty Midland Market area, are included in a brochure available from Julius Mathews Special Agency, New York.

3680. *Philadelphia Wholesale Trade.*
Establishments and sales are listed by kinds of business for counties and four metropolitan areas within the Philadelphia retail trading area, in a report available from the *Philadelphia Inquirer*.

3681. *Philadelphia Data.*
Family population in the Philadelphia market is included in a booklet issued by the *Philadelphia Inquirer*.

NO MONEY, PLEASE

NOTE: Most items are available without charge, but not all. Those requesting material which bears a price must send their requests direct to the publisher. ADVERTISING AGE *cannot handle or process requests for material for which a charge is made.*

3682. *Philadelphia Auto Facts.*
New passenger car sales in 14 counties of the Philadelphia retail trading area, broken down by quarters, are given in a brochure published by the *Philadelphia Inquirer*.

3683. *Philadelphia Supermarkets.*
A revised tabulation of distribution of major chains' markets and independent supermarkets in the Philadelphia trading area, classified within 56 community business areas, has been published by the *Philadelphia Inquirer*.

3684. *Philadelphia Manufacturing.*
Number of manufacturing establishments in the Philadelphia retail trading area, plus number of manufacturing employes by counties, are contained in sheets available from the *Philadelphia Inquirer*.

3685. *Philadelphia Service Establishments.*
Selected services' receipts, by type of service, for the Philadelphia retail trading area, are contained in a fact sheet issued by the *Philadelphia Inquirer*.

3686. *Philadelphia School Enrollment.*
Estimated fall 1960 enrollment in schools in each of 14 counties of the Philadelphia market, broken down by elementary, secondary and special grades, for public, parochial and private schools, is included in a fact sheet published by the *Philadelphia Inquirer*.

3764. *Erie Market.*
The Times Publishing Co., Erie, has issued a 64-page booklet covering historical background, population, education, religion, industries, agriculture, farming, retail sales, public utilities, transportation, bank resources and construction.

RHODE ISLAND

3395. *Pawtucket Market.*
Population, buying power, retail sales, food sales, automotive sales and drug sales of the Pawtucket market and of the Rhode Island market, are included in a booklet available from the *Pawtucket Times*.

SOUTH CAROLINA

3396. *South Carolina Market.*
Population, homes, tv homes, retail sales, income, farm population and gross farm income of the South Carolina market are included in a data fact sheet, published by WIS-Television, Columbia.

3397. *Greenville Data.*
The *Greenville News* and *Piedmont* has published a brochure giving population, income and retail sales of the Greenville market.

3398. *Brand Inventory.*
The *Greenville News* and *Piedmont* have published the second brand preference study of its readers. Published biennially, the study covers foods, beverages, meats, soaps, detergents and cleansers, paper goods, cosmetics, cigarets and tobaccos, automobiles, appliances, etc.

3706. *Florence Market.*
An eight-page folder from the *Florence Morning News* gives food, liquor, auto, gasoline, eating and drinking, general merchandise, apparel, furniture, lumber and building supply and drug sales for its market area (Florence, Darlington, Dillon and Marion Counties).

3707. *WLOS-TV Triad.*
Population, households, retail, food, general merchandise, apparel, furniture, automotive, service station, lumber and drug volume for the 62-county "Carolina Triad" area are included in a sheet issued by WLOS-TV, Greenville.

SOUTH DAKOTA

3193. *Rapid City Market.*
Population, retail sales, new home construction and passenger cars are covered in booklet published by the *Rapid City Journal*.

3194. *Sioux Falls Data.*
Population, households, consumer spendable income, total retail sales, food store sales, drug store sales, general merchandise store sales, home furnishing store sales and automotive store sales, are included in a booklet published by the *Sioux Falls Argus-Leader*.

3399. *Rapid City Market.*
Population, homes and retail sales of the Rapid City market are contained in a brochure available from the *Rapid City Journal*.

3561. *Sioux Falls Data.*
A comparison of population in 1960 and 1950, with per cent gain or loss, in Sioux Falls and 16 other trade centers in South Dakota, Iowa and Minnesota is presented in a sheet issued by the Branham Co.

3629. *WNAX Big Aggie Land Market Data.*
WNAX, Yankton, has issued a report on 175 counties in North and South Dakota, Iowa, Minnesota and Nebraska, including urban and rural population, income, retail sales and food, drug, automotive and gas station sales.

3630. *WNAX Farm Facts.*
A county-by-county farm market study of the 175 counties in South and North Dakota, Iowa, Minnesota and Nebraska served by WNAX, Yankton, includes farm population, farms by economic class, livestock and poultry on farms, crops harvested and farm expenditures.

TENNESSEE

3195. *Nashville Market.*
A folder showing population, households, retail sales and buying power county-by-county for Nashville and the retail trading zone, has been published by the *Nashville Banner* and *Tennessean*.

3264. *Knoxville Market.*
The Knoxville News-Sentinel Co. has published a booklet which contains a county breakdown of population, families, retail sales, buying income, shopping centers and industrial and recreational information for the 42-county Knoxville market.

3400. *Bristol Data.*
Income, retail sales and households within 1½ hours' driving time of Bristol are included in a series of data sheets available from WCYB-TV, Bristol.

3401. *Burley Tobacco Sales.*
WCYB-TV, Bristol, has published a report, showing pounds sold, average price and total paid for 1960 Burley tobacco crops at tobacco markets within the coverage area of WCYB-TV.

3403. *Bristol Brand Preferences.*
A brand preference study published by WCYB-TV, Bristol, for the Bristol-Kingsport-Johnson City

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market, covers antiseptics, foods, meats, soaps and detergents, meats and paper products.

3562. *Memphis Market.*
A series of data sheets issued by WMCT-TV, Memphis, defines the coverage area and includes a county-by-county breakdown of population, homes, tv homes, income and retail sales, and per cent of these located outside the Memphis metropolitan area.

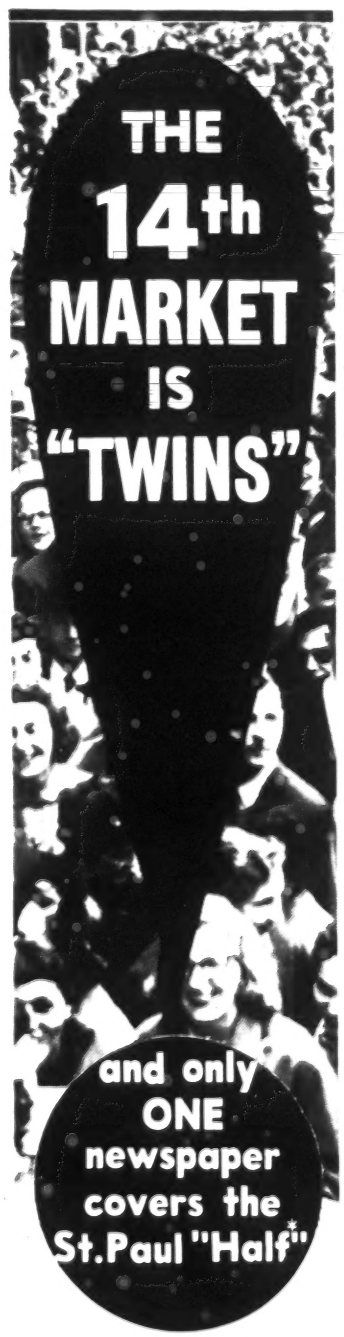
3563. *WDOD Coverage Map.*
Population, households, radio homes, passenger cars, income and retail sales in total and by category, plus farm population, households, radio homes, cars and income are included in a sheet issued by WDOD, Chattanooga.

3708. *Memphis and Mid-South.*
A folder from Memphis Publishing Co. gives population, spendable income, retail, food, general merchandise, drug, apparel, home furnishings, automotive and service station sales in the 76-county Mid-South market, by county.

3709. *Memphis Consumer Panel.*
A 66-page brochure reports on a diary-type consumer panel recording purchases in 46 grocery and 15 drug product categories during the last six months of 1960. From Memphis Publishing Co.

3845. *Memphis Negroes.*
A booklet issued by WDIA, Memphis radio station, includes a county-by-county breakdown of Negro and white population in the coverage area and a tabulation of Negro vs. white income in 129 top U.S. markets containing Negroes.

3846. *Negro Auto Owners.*
Per cent of Memphis Negroes owning new and used cars, and a breakdown by car makes, are included in a brochure issued by WDIA.



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TEXAS

3196. *Amarillo-Land Data.*
Local population, households and retail sales of food, autos and drugs in Amarillo and its 38-county retail trading zone are included in a brochure published by the Globe-News Publishing Co., Amarillo.

3197. *Fort Worth-Dallas Market.*
Population, wholesale sales, retail sales, bank deposits, service receipts and manufacturing employment of the Fort Worth-Dallas market are included in a brochure published by KFJZ, Fort Worth radio station.

3198. *Amarillo Market.*
Population, total retail sales, food store sales, drug store sales, automotive sales and gross farm income in the coverage area are contained in a brochure published by KGNC, Amarillo.

3265. *Corpus Christi Market.*
Corpus Christi metropolitan area information, including population, retail sales, family income, and property valuations, is contained in a booklet available from KRYS Radio, Corpus Christi.

3404. *101 Facts About El Paso.*
A folder issued by Newspaper Printing Corp., El Paso, presents 101 statistical items on El Paso, including industrial and farm volume, building permits, imports and exports, population, families and retail sales.

3405. *El Paso Data.*
Population, families, income, retail sales, food sales, drug sales, automobile sales and general merchandise of the El Paso market and its metropolitan area are included in a brochure published by the Newspaper Printing Corp., El Paso.

3406. *Abilene Market.*
Population, income and retail sales of Abilene and a 13-county area are contained in a folder available from the *Abilene Reporter-News.*

3407. *Amarillo Data.*
Population, households, retail sales, food store sales, automotive sales and drug store sales of the coverage area are included in a folder available from KGNC-TV, Amarillo.

3408. *Fort Worth Market.*
Local population, income, retail sales, apparel sales, automotive sales, drug sales, food sales, home furnishings and gasoline station sales are contained in a booklet available from the *Fort Worth Star-Telegram.*

3409. *Fort Worth Data.*
Population of Fort Worth is included in a sheet available from WBAP-TV, Fort Worth.

3410. *Fort Worth & Tarrant County Data.*
A four-year comparison in population, families, retail sales, food sales, automotive sales, drug sales, income and per family buying power, is included in a data sheet published by WBAP-TV, Fort Worth.

3411. *Dallas Market.*
Population, income and retail sales of the Dallas market are contained in a fact kit available from the Branham Co., New York.

3412. *Houston Data.*
Population, households in 24 Houston trade area counties, plus a listing of beer wholesalers, liquor wholesalers and department stores, are contained in a sheet available from the Branham Co., New York.

3413. *Texas Data.*
Families in 33 Texas counties are included in a data sheet issued by the *San Antonio Express & News.*

3414. *Texas & Louisiana Market.*
Households in ten Texas counties and six Louisiana counties are listed in a sheet published by the *Beaumont Enterprise & Journal.*

3415. *Texas Market.*
Households in 14 counties in Texas are covered in a sheet issued by the *Dallas Times Herald.*

3416. *Texas Data.*
Population, income, retail sales, food store sales, automotive sales, drugstore sales and liquor store sales of the Texas Group, comprised of the Dallas, El Paso, Beaumont, Corpus Christi, Ft. Worth, Houston and San Antonio markets, are included in a brochure issued by the Branham Co., New York.

3417. *San Antonio Market.*
Population, households, income, retail sales and retail sales per household in the San Antonio market, are included in a folder issued by the Branham Co., New York.

3418. *Dallas Data.*
WBAP-TV, Fort Worth, has issued a data sheet including population of Dallas.

3419. *Dallas County Data.*
A four year comparison in population, families, retail sales, food sales, automotive sales, drug sales, effective buying income and per family buying power of Dallas and Dallas county is contained in a sheet available from WBAP-TV, Fort Worth.

3420. *Tarrant & Dallas Counties Data.*
WBAP-TV, Fort Worth, has issued a fact sheet giving the population, retail sales, drug, automotive and gasoline service station sales of combined Tarrant and Dallas counties.

3421. *53-County Market.*
Population, retail sales, drug, automotive, and food sales in its 53-county market area are included in a sheet available from WBAP-TV, Fort Worth.

3422. *WBAP-TV Market.*
WBAP-TV, Fort Worth, has issued a sheet giving population and households in its 53-county market.

3564. *Houston Liquor Market.*
Liquor sales and outlets in Houston are included in a 46-page booklet published (revised, December, 1960) by the *Houston Chronicle.*

Use Return Cards in Requesting Data
(See Pages 55-56.)

3565. *Houston Pennies or Dollars.*
A folder issued by the *Houston Chronicle* includes population, sales and income for a 23-county retail trading zone.

3566. *Giant Houston.*
A brochure issued by the *Houston Chronicle* includes population, households, income, income per household, retail sales in total and by category, broken down by 24 counties, plus an area breakdown of retail sales by category and by SIC code numbers.

3567. *Houston Payrolls.*
A calendar issued by the *Houston Chronicle* shows per cent of each month's total payroll value accounted for by each day in the month.

3568. *Houston Shopping Centers.*
All major shopping centers in the area are listed, number and type of establishments in each, parking spaces, and location on separate map in a brochure issued by the *Houston Chronicle.*

3569. *West Texas Data.*
A booklet issued by West Texas Television Network, Lubbock, includes listeners, retail sales and income in the coverage area.

3570. *Valley City Market.*
Population, retail sales, major industries and sales volume of each, plus food sales and outlets are included in a folder issued by the Rio Grande Valley Group Newspapers, Harlingen, Tex.

3571. *KPAC Coverage Map.*
A sheet issued by KPAC, Port Arthur, includes population, homes, radio homes, passenger cars, income and retail sales by category in the coverage area.

3710. *Temple-Belton Food Market.*
Sales performance of 698 brands in 58 product categories is recorded in the *Temple Daily Telegram's* grocery products survey, for Temple and Belton. Wholesalers, the percentage of purchases from them, and chain and independent sales percentages are included.

3711. *Central Interurbia.*
A folder from the *Temple Daily Telegram*, "New Interurbia Forming in Central Texas," gives Temple population, per family income, retail sales, bank deposits and payroll.

3712. *Wichita Falls Market.*
A folder from Times Publishing Co. contains oil income, farm and ranch production, military payroll, utility connections, school registration and population for Wichita Falls. Summaries for each of 21 counties are included.

3713. *Laredo Market.*
Sheets containing population, total retail sales, dwellings, utility meters, telephones, cars, trucks and bank deposits for Laredo are available from the *Laredo Times.*

3714. *Sixth Market.*
A folder from Reporter Publishing Co. on the area between Dallas and Ft. Worth contains population, income, buying power, per capita retail sales, cars, appliances, hobbies, etc. for Arlington, and Prairie, Irving and the Mid-Cities.

3715. *Dallas Market.*
Population, total retail and food, general merchandise, apparel, eating and drinking, furniture and household, automotive, service station, lumber, building supply and drug sales for the Dallas market are contained in a folder from the *Dallas Morning News.*

3716. *Lower Rio Grande.*
Population, income, retail, food, eating and drinking, general merchandise, apparel, furniture, household and radio, automotive, gasoline, lumber, building and hardware and drug sales and cash farm income for Cameron, Hidalgo, Starr and Willacy Counties are included in a folder from KGBT and KGBT-TV, Harlingen.

3717. *Dallas Payrolls.*
Dallas payroll patterns are outlined in a folder from the *Dallas Times Herald*, with monthly calendars for the first half of 1961 showing the percentage and amount of wages and salaries to be paid each day.

3718. *Dallas Labor Resources.*
A breakdown of Dallas metropolitan area labor force by occupational skills is presented in a brochure by the *Dallas Times Herald.*

3719. *Texas Income, Sales.*
A sheet from the *Dallas Times Herald* gives income and retail sales for Dallas, Ft. Worth, Beaumont and Port Arthur, Houston, San Antonio, El Paso and Corpus Christi, comparing them with the remainder of the state.

3720. *Dallas Growth.*
A sheet from the *Dallas Times Herald* compares 1950 and 1960 population figures for Dallas and the U.S.

3721. *Dallas Metro and RTZ.*
A sheet from the *Dallas Times Herald* compares population growth in Dallas with the remainder of the retail trading zone, listing 1940, 1950 and 1960 population gains and losses by counties.

3780. *Galveston Data.*
Population, retail sales, retail sales per household and food, drug, general merchandise, wearing apparel, home furnishing, automotive and filling station sales are included in a booklet available from the *Galveston News* and *Tribune.*

3781. *Houston Top Ten Brands.*
The annual consumer inventory of the top ten brands in the Houston area covering foods, soaps, cosmetics, and appliances, is available from the *Houston Post.*

Continuing Market Study: Branded Products.
A study of the local market, its size, composition, population, market potential and per cent of home purchasing and brands purchased for more than 50 grocery product categories is offered by the following newspapers for their markets:

3847. *Dallas Morning News.*

3848. *Dallas Times-Herald.*

3849. *Houston Press.*

3850. *San Angelo Standard-Times.*

UTAH

3199. *Salt Lake City Consumer Analysis.*
Local brand preferences in food, apparel, drugs, soaps and cleansers, automotive and appliances are covered in a booklet published by the Newspaper Agency Corp., Salt Lake City.

3200. *Salt Lake Intermountain Market.*
Population, retail sales, food sales, drug sales, and effective buying income of the Salt Lake Intermountain Market, including all

HERALDLAND is the BIGGEST and GROWINGEST MARKET in the SOUTH

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The Miami Herald

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parts of Utah, Idaho, Wyoming and Nevada, are contained in a booklet available from the Newspaper Agency Corp., Salt Lake City.

3201. *Intermountain Market.*

A booklet including population, income and retail sales in total and in general merchandise, drugs, building and hardware, automotive, filling stations, home furnishings and food in the Salt Lake Intermountain Market, including the State of Utah and parts of Idaho, Wyoming and Nevada, has been published by Newspaper Agency Corp., Salt Lake City.

3423. *KSL Market.*

Population and retail sales of a 90-county market are included in a brochure issued by KSL, Salt Lake City.

3572. *KSL-TV Data.*

An 18-page booklet issued by KSL-TV, Salt Lake City, gives population, homes, tv homes, income farm population and income and retail sales by product group for the coverage area.

VERMONT

3202. *Barre-Montpelier Data.*

Per cent of distribution of beer, wine, ale and grocery items by brand in the Barre-Montpelier market is presented in a brochure published by the *Times-Argus*, Barre.

3574. *WCAX-TV Market.*

A coverage map and a county-by-county breakdown of homes, tv homes, population, farm population, income and retail sales are included in a booklet published by WCAX-TV, Burlington.

VIRGINIA

3573. *WSLS-TV Market.*

A brochure issued by WSLS-TV, Roanoke, includes a 1960 vs. 1950 growth comparison of income and retail sales in total and by category, plus total homes and tv homes in the coverage area.

3722. *WAVY Market.*

Population, households, total retail, food, restaurant, general merchandise, apparel, furniture and household appliance, automotive, gas station, drug, lumber and hardware sales data for a 24-county market are provided in a folder by WAVY, Norfolk radio station.

3723. *Population Growth.*

A folder from the *Petersburg Progress-Index* and *Hopewell News* gives data on the increase in local population from 1950 to 1960.

3834. *Norfolk-Portsmouth Construction.*

A brochure issued by the *Virginian-Pilot* and *Ledger-Star* reports all construction projects in the Norfolk-Portsmouth area, including those planned for the near future, now under way and completed within the past year.

3835. *Norfolk Data.*

A ten-year tabulation of population, households, redevelopment and employment is presented in a brochure from the *Virginian-Pilot* and *Ledger-Star*.

3836. *Navy Pay Days.*

Monthly calendars issued by the *Virginian-Pilot* and *Ledger Star* show the days on which Navy military and civil service personnel will be paid in 1961.

3837. *New Cars and Trucks.*

A monthly report issued by the *Virginian-Pilot* and *Ledger-Star* shows unit registrations, rank and share of market of all makes of U.S. and imported cars and trucks in the Norfolk-Portsmouth and Richmond areas, including year ago and year to date.

3838. *Norfolk Data.*

Population and households in each city and county in the Norfolk-Portsmouth area are included in a report by the *Virginian-Pilot* and *Ledger-Star*.

3839. *Norfolk Shopping Centers.*

Maps issued by the *Virginian-Pilot* and *Ledger-Star* show every shopping center in the area and include owner, architect, leasing agent, square feet, number of units, parking space, cost, date opened and tenants by type of business.

3840. *Norfolk Census Tracts.*

Sheets and maps issued by the *Virginian-Pilot* and *Ledger-Star* include population and housing characteristics for all census tracts in the Norfolk-Portsmouth area.

WASHINGTON

3203. *Walla Walla Market.*

Population, total retail sales and sales of food, general merchandise, furniture, appliances, liquor and automobiles are included in a pamphlet issued by the *Walla Walla Union-Bulletin*.

3204. *Western Washington Market.*

Population, retail sales, effective buying power, households, population characteristics, income and industries in the 15-county western Washington market, including Seattle and Tacoma, are covered in a booklet available from KVI, Seattle radio station.

3205. *KING-TV Market.*

A booklet issued by KING-TV, Seattle, covers population, families, retail sales and effective buying income in the area.

3266. *Spokane Market.*

KREM Broadcasting Co., Spokane, has published a map of the Spokane market showing major metro areas and their per cent of the market's total retail food sales.

3267. *Seattle Brand Preference.*

Brand preferences on food, soaps, toiletries, automotive, appliances and general in the Greater Seattle market are included in the 1960 Consumer Analysis published by the *Seattle Times*.

3268. *Washington Market Data.*

Population, buying income, retail sales, food sales and liquor sales of Washington counties and of Seattle are included in a brochure published by the *Seattle Times*.

3269. *Longview-Kelso Data.*

Population, households, retail sales, food sales, drug sales and auto sales of Longview-Kelso and Cowlitz county are contained in a brochure available from the *Longview Daily News*.

3270. *Brand Liquor Analysis.*

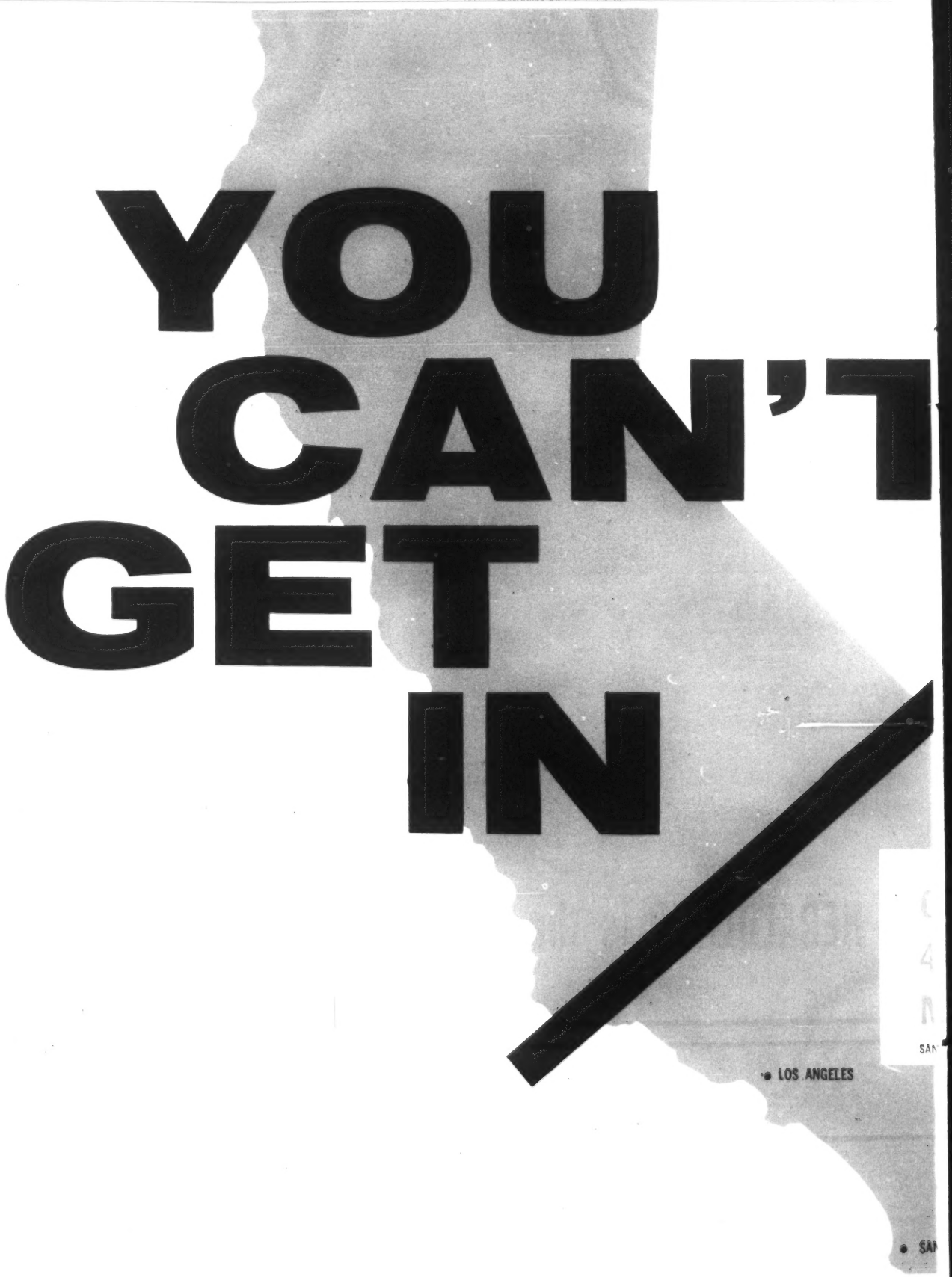
A summary of brand liquor sales by market areas and by case sales in state stores in the area has been published by the *Seattle Times*.

3381. *Seattle-Tacoma Trio.*

A presentation from Avery-Knodel Inc., NewYork, gives population, effective buying income, new industry and retail sales for the area served by the "Trio," composed of KUDY, Seattle; KTAC, Tacoma, and KQTY, Everett.

3575. *Puget Sound Data.*

Population, retail sales and income in each of three counties are included in a booklet published by the *Everett Daily Herald* for its area.



3576. *Bellingham Market.*
A sheet issued by the *Bellingham Herald* includes population, income and retail sales and outlets by category and county for the area.

3577. *Spokane Market.*
A booklet issued by the *Spokesman-Review* and *Spokane Daily Chronicle* lists for each of 36 counties in the coverage area the population, households, income and retail sales by product, plus dollar value of major industries.

3578. *KTNT Data.*
Population, households, income in total and per household, farm population and income, and retail sales by product group are included in a booklet published by KTNT-TV, Seattle, for the area.

3579. *Longview Market.*
A folder published by the *Longview Daily News* gives population, households and retail sales by product group for Longview and Kelso, and for Cowlitz County.

3724. *KXLY-TV Market.*
A coverage map of KXLY-TV, Spokane, gives its 43-county population, households, tv homes, income and retail sales.

3725. *Television Homes.*
KXLY-TV, Spokane, offers a report showing tv homes for each of the 43 counties in the coverage area.

WEST VIRGINIA

3271. *Wheeling Market.*
Population, households, total retail sales and retail sales by store type, and consumer spendable income for the counties in the Wheeling metropolitan area are contained in a brochure available from the News Publishing Co., Wheeling.

3425. *Roanoke Market.*
Population, income, retail sales, food store sales, drug store sales, general merchandise sales, apparel sales, automobile sales and households in the Roanoke market are included in a brochure issued by the *Roanoke Times* and *World-News.*

3427. *WCHS Market.*
Radio homes, population, income, retail sales and food, drug, general merchandise and automotive sales, plus farm population and income, in the coverage area are contained in a folder published by WCHS, Charleston.

3428. *WCHS-TV Data.*
A folder issued by WCHS-AM-TV Corp., Charleston, includes tv homes, population, income, retail sales in total and by category, farm population and gross farm income in the Charleston-Huntington market.

3431. *Huntington Market.*
A county-by-county breakdown of population, households and retail sales for 1960 in the Huntington market is given in a folder issued by the *Advertiser* & *Herald-Dispatch*, Huntington.

3580. *WWVA Data.*
Three maps issued by WWVA, Wheeling radio station, give population, income and retail sales by category for the 67-county contour area, a 46-county area surveyed by Pulse, and a 10-county Wheeling retail market.

3726. *Charleston Market.*
County-by-county effective buying income, retail, food, drug, general merchandise, apparel, furniture and household appliance, eating and drinking, car and truck, and service station sales, etc. are included in a booklet offered by the *Charleston Gazette* and *Daily Mail.*

3782. *Charleston Metropolitan Data.*
Income, retail sales and food, drug, general merchandise, apparel, furniture, household and automotive sales of Charleston's metropolitan market, are contained in a fact sheet issued by the *Charleston Mail* and *Gazette.*

WISCONSIN

3206. *Green Bay-Appleton Market.*
Total retail sales and food, general merchandise, apparel, drugs, household appliances and automobile sales in the Green Bay-Appleton market are included in a brochure issued by the *Green Bay Press-Gazette* and the *Appleton Post-Crescent.*

3432. *La Crosse Data.*
Income, retail sales, food sales and drug sales and retail outlets in the La Crosse market are included in a brochure issued by WKBT-TV, La Crosse.

3433. *Wisconsin Beer Sales.*
A brochure issued by the *Milwaukee Sentinel* contains beer sales by state and out of state breweries, by kegs, cases, etc.

3434. *Green Bay Market.*
Population, income, total retail sales and drug, food, automotive, home furnishings, apparel and filling station sales are included in a brochure published by WFRV-TV, Green Bay.

3435. *Brand Preference Study.*
The *Beloit Daily News* has published its third annual consumer buying habit study covering foods, beverages, cigarets, paper products and appliances.

3581. *Spotlight on La Crosse.*
A sheet issued by WKBT-TV, La Crosse, includes population, distribution and type of population by geographical areas, plus livestock and crops produced, value, etc.

3727. *Statewide Data.*
The second supplement to the basic Wisconsin Newspaper Advertising Executives Assn. market folder contains population and classified retail sales for each of Wisconsin's 71 counties.

Available Market Data—Local

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A BILLION DOLLAR MARKET

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Riverside

California's booming 4th market, the Metropolitan Area consisting of the counties of San Bernardino and Riverside, simply can't be sold by counting on the coverage of the major Los Angeles newspapers. It's a mere percentage, less than ½ of 1% of their total circulation. Not enough to even consider.

This, the nation's 27th market is too important to miss. The fact is, it spends more on food, drugs, auto accessories, liquor and other merchandise than New Orleans, San Jose, Phoenix, Oklahoma City or Salt Lake City. In gasoline sales it's 4th in the nation, ahead of Baltimore, Seattle, Dallas, San Diego or Miami.

Get in this vigorous market in a big way, it's a big, profitable area.

Ranking of California's Metropolitan Areas

1. Los Angeles-Long Beach 2. San Francisco-Oakland 3. San Diego 4. SAN BERNARDINO-RIVERSIDE 5. San Jose 6. Sacramento.

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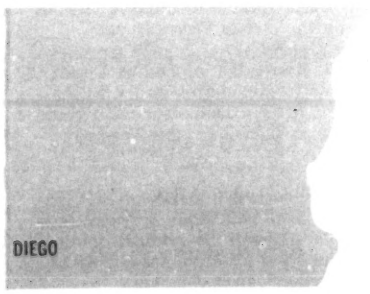

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3728. *Madison Market.*

A four-page reprint from the annual business review edition of the *Capital Times* and *Wisconsin State Journal* gives Madison population, consumer spending units, net income, households, households in four income categories, total retail, food store, eating and drinking place, general merchandise, apparel store, furniture, household and appliance, automotive, service station, lumber, building materials and hardware, drug and "all other" retail sales, comparing Madison figures with other markets.

3729. *Oshkosh Market.*

Retail, food, general merchandise, apparel, service station, auto and drug sales for Oshkosh County are compared with five other Wisconsin counties in an eight-page brochure from the *Oshkosh Daily Northwestern.*

3783. *Wisconsin Rapids Market.*

Population and retail sales of the Wisconsin Rapids are included in a folder available from the *Wisconsin Rapids Daily Tribune.*

3841. *Milwaukee Menswear Preferences.*

A booklet issued by the *Milwaukee Journal* reports on a consumer survey of brands and when and where purchased, covering suits, sport coats, dress shirts, sport shirts and ties.

3842. *Milwaukee Consumer Analysis.*

The 38th annual consumer analysis of the *Milwaukee Journal* shows brand usage of foods, soaps, toiletries, beverages, homes and appliances, autos, etc., in the Milwaukee area.

SOON TO BE PUBLISHED

3241. *Denver Market.*

KOA, Denver, will publish next fall a report on the Denver market including population, homes, income, sales, bank debits, construction and employment.

3314. *Minneapolis People, Cigarets.*

The *Minneapolis Star* and *Tribune* will publish in June a survey of 1,200 Minnesota adults, showing rankings of cigaret brands smoked in Minnesota last February and March.

3390. *Connecticut Food Patterns.*

The 23rd annual survey of retail distribution of grocery store products, including beauty aids and paper products, in Middletown, Conn., will be available June 1 from *Middletown Press.*

3484. *Stockton Automotive Report.*

Unit sale breakdowns for Stockton, Cal., metropolitan and trading areas, covering American and foreign new cars and trucks and gasoline consumption, are in a report to be published in June by the *Stockton Record.*

3542. *Philadelphia Retail Trade.*

Retail sales in the Philadelphia market covering apparel, accessory, automotive, drugstores, eating and drinking places, general merchandise, gasoline service stations, and lumber, building materials and hardware, will be included in a brochure to be published June 1 by the *Philadelphia Bulletin.*

3631. *Daytona Beach Story.*

A report to be issued by the News-Journal Corp., Daytona Beach, Fla., in June, will survey buying power, homes and building in Volusia, Flagler and Putnam Counties.

3632. *Louisville Data.*

The *Louisville Courier-Journal* and *Times* will issue in June a report covering population, building, banking, retail and wholesale business, education, manufacturing, industry, shopping centers, market growth and property value by sections in the metropolitan and retail trading zone markets.

3678. *Cincinnati Top Ten Brands Consumer Inventory.*

The *Cincinnati Enquirer* will publish Aug. 30 results of a survey on brand preferences and usage of 130 product classifications in the 19-county Cincinnati market.

3689. *Cincinnati Retail Planning Calendar.*

The *Cincinnati Enquirer* will publish a Cincinnati retail planning calendar to be published June 1 by the *Cincinnati Enquirer* will include the monthly share of annual department store sales of 72 commodities.

3730. *San Antonio Market.*

Population, income and retail sales will be covered in an analysis of the South Texas market to be published in June by WOAI-TV, San Antonio, Tex.

3731. *Dallas County Maps.*

One or more maps of Dallas County with population by census tracts and households, average value of real estate, etc. will be published before Sept. 1 by the *Dallas Times Herald.*

3732. *Dallas County Data.*

Number of households, persons, persons per household and selected socio-economic variables by tract will appear in May in a tabular report on Dallas County by the *Dallas Morning News.*

3733. *Dallas Area Sales.*

A brochure giving latest retail sales figures for the Dallas area by county is expected in May or June from the *Dallas Morning News.*

3734. *Dallas Income Map.*

A map showing income areas in Dallas and Dallas County and households in each area will be published in June or July by the *Dallas Morning News.*

3765. *Northeastern New Jersey Market.*

O'Mealia Outdoor Advertising Corp. and United Advertising Corp. will issue by June 1 a booklet dealing with population, buying power, retail sales and traffic density in the eight-county northeastern New Jersey market.

3843. *Detroit Food Sales.*

A sheet to be issued in June by the *Detroit News* lists estimated food sales of all grocery stores in the area, with five major grocery chains listed separately.

3844. *Detroit Population and Families.*

A folder to be issued next September by the *Detroit News* includes population and families for each Michigan county.

OFFERED AT A PRICE

The following items are available at the price listed. Please send your requests for these items direct to the publisher, broadcaster or other type of company offering the material, at the address listed.

Milwaukee Car Buyers.

This booklet covers a consumer analysis on purchase of new cars, makes, body styles, price ranges, financing, number of cars owned, cars traded, etc. Order directly from the *Milwaukee Journal*, Milwaukee 1. Price: $5.

Milwaukee Home Buyers.

This booklet covers a consumer analysis on purchase of new and used homes, age of home, month offer was signed, most important selling feature, etc. Order directly from the *Milwaukee Journal* at $2.50 a copy.

Los Angeles County Grocery Outlet Map.

Los Angeles County grocery outlets are pinpointed on a 30x36" map of the 16 major economic areas in the county, available from the Times-Mirror Co., 202 West 1st St., Los Angeles, for $1 each.

Los Angeles County Major Economic Area Map.

A 30x36" map which shows the 16 major economic areas of Los Angeles county is available for $1 from the Times-Mirror Co., Los Angeles.

Los Angeles County Census Tracts Map.

A 24x36" map showing the Los Angeles County census tracts, as defined by the U.S. Department of Commerce, is available for $1 from the Times-Mirror Co., Los Angeles.

Orange County Census Tracts.

Orange County census tracts are shown on this 22x27" map, available for $1 from the Times-Mirror Co., Los Angeles.

Michigan Beer Sales, 1960.

The *Detroit Free Press* has published its annual report outlining 1960 beer sales in Michigan which are broken down by county, package size, type of package and brand preference. Priced at $10 each, copies may be obtained from the *Detroit Free Press*, 321 W. Lafayette, Detroit 31.

Beer Sales.

This is a monthly report on beer sales in the city and county of St. Louis with comparative figures for all of Missouri. The study costs $10 a year. Order it from the *St. Louis Post-Dispatch*, 1133 Franklin Ave., St. Louis.

Missouri State Liquor Data.

A monthly report on shipments of wine and liquor by classification and brands from distillers to Missouri wholesalers is available from the *St. Louis Post-Dispatch* at $10 a year.

ROUTE LISTS

4500. Route list, Bremerton, Wash., covering retail grocery outlets—chains, supermarkets and independents—and retail drug and bakery outlets. Issued by the *Bremerton Sun.*

4501. Drug list, Walla Walla, Wash., published by the *Walla Walla Union-Bulletin.*

4502. Route list, Walla Walla, Wash., indicates retail and wholesale grocers and beverage distributors, issued by the *Walla Walla Union-Bulletin.*

4503. Grocery list, Southeastern Washington and Northeastern Oregon, published by the *Walla Walla Union-Bulletin.*

4504. Route list of retail grocers and druggists of Salem, Ore., published by the Statesman-Journal Newspapers.

4505. Route list of the Bergen County, N. J., area indicates food, drug and liquor outlets, issued by the *Bergen Evening Record*, Hackensack, N. J.

4506. Route list, Green Bay, Wis., retail grocers and druggists as well as wholesale food specialists. Issued by the *Green Bay Press-Gazette.*

4507. Grocery and drug list of the 20-county Lincoln, Neb., area, published by the *Lincoln Journal and Star.*

4508. Drug and grocery list, Quad City area—Rock Island-Moline-East Moline, Ill., and Davenport, Ia.—covers retail and wholesale drug outlets and chain, independent grocery outlets, wholesalers and brokers. Issued by the *Rock Island Argus* and *Moline Dispatch.*

4509. Grocery list, retail, wholesale; chain store headquarters and personnel; co-ops and independents; food brokers, jobbers and meat packers in the Little Rock area, published by the *Arkansas Gazette.*

4510. Grocery list, metropolitan and surrounding seven-county areas of Bloomington-Normal, Ill., published by the *Daily Pantagraph.*

4511. Route book, Fond du Lac, Wis., area, provides drug and grocery lists as well as data on population, retail sales and buying power indices. Issued by the *Fond du Lac Commonwealth Reporter.*

4512. Grocery and drug list, Peoria, Ill. Issued by the *Peoria Journal Star.*

4513. Route lists of retail and wholesale grocers and druggists, food distributors, brokers, chains, co-ops, independents, located in the South Bend-Mishawaka area. Issued by the *South Bend Tribune.*

4514. Drug list, retail and wholesale drug outlets in the greater Baton Rouge area, issued by the *Baton Rouge State-Times & Morning Advocate.*

4515. Grocery list, of the retail, wholesale, chains, independents, plus chain executives and buyers in Baton Rouge. Issued by the *State-Times & Morning Advocate.*

4516. Grocery list, Flint, Mich., area food outlets—independent supermarkets, chains, wholesalers, plus a city map, available from the *Flint Journal.*

4517. Drug list, Flint, Mich., issued by the *Flint Journal.*

4518. Food list contains retail, wholesale chains, independents of Winston-Salem, N. C. Issued by the *Winston-Salem Journal & Sentinel.*

4519. Drug list, Winston-Salem area, contains chains and independent outlets. Issued by the *Journal & Sentinel.*

4520. Grocery list, Little Rock, Ark., area gives retail, chain, wholesale grocers, and food distributors and brokers. Issued by the *Arkansas Democrat.*

4521. Route lists, of food and drugs retailers and wholesalers in Huntington, W. Va. Issued by the Huntington Publishing Co.

4522. Grocery list, Tulsa, Okla., wholesale, retail chains, independent supermarkets, issued by the *Tulsa World and Tribune.*

4523. Grocery list, Shreveport, La., route map and list of 320 grocery stores—wholesalers, chain supermarkets, co-ops and food brokers, plus key personnel. Issued by the *Shreveport Times* and *Journal.*

4524. Drug list, Shreveport, La., includes all drug outlets in the metropolitan area. Issued by the *Shreveport Times* and *Journal.*

4525. Grocery list, Dallas County, Tex., includes independent, chain, retail grocery outlets and wholesalers with names of officials, buyers and food brokers. Issued by the *Dallas Times Herald.*

4526. Route list of Dallas County, retail drug chains and wholesalers, drug warehouses with route maps. Issued by the *Times Herald.*

4527. Grocery list, Akron, O., retail and wholesale grocery outlets as well as chains, jobbers and food brokers. Issued by the *Akron Beacon-Journal.*

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4528. Drug list, Akron, O., area, retail and wholesale drug outlets, chain operations and independents. Issued by the *Beacon-Journal*.

4529. A list of the liquor stores and outlets in Cincinnati, O., and surrounding counties, both retail and wholesale outlets, classified by types of permit holders. Issued by the *Cincinnati Enquirer*.

4530. A route list of the grocery outlets in the Cincinnati metropolitan area, includes co-ops, voluntary, independent outlets, wholesalers and chains. Issued by the *Enquirer*.

4531. Drug list, Cincinnati, contains wholesale drug companies, names of key executives; corporate, voluntary and independent chain outlets, plus grocery and department stores selling drugs. From the *Enquirer*.

4532. Drug and grocery route list, Macon, Ga., area, retail and wholesale grocers, druggists and food brokers. Issued by the *Macon Telegraph* and *News*.

4533. Drug and grocery route list, Fort Wayne, Ind., contains retail, wholesale grocers, chains, co-ops, food brokers, jobbers and retail and wholesale druggists. Issued by the *Fort Wayne News-Sentinel* and *Journal-Gazette*.

4534. Grocery route list, Temple, Tex., grocery outlets, with trading zone map, issued by the *Temple Daily Telegram*.

4535. Route list, Galveston, Tex., liquor stores. Issued by the *Galveston News-Tribune*.

4536. Grocery route list, Galveston, gives grocery outlets in the metropolitan area. Issued by the *News-Tribune*.

4537. Drug list, Galveston metropolitan area. Issued by the *News-Tribune*.

4538. List of liquor and malt beverage licensees in Philadelphia, with notation of clubs, amusement permit holders, state liquor stores. Issued by the *Philadelphia Inquirer*.

4539. Grocery list, Philadelphia, issued by the *Philadelphia Inquirer*.

AVAILABLE AT A PRICE

Food and drug route list, covers Louisville, Ky., New Albany, Jeffersonville and Clarksville, Ind., and lists the retail and wholesale grocers, chains, food brokers and other food distributors; and wholesale and retail drug outlets, all keyed according to dollar volume. It is available for $1 from the *Louisville Courier-Journal* and *Times*, 525 West Broadway, Louisville.

CANADIAN MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers of the material.

5000. *Development of Television in Canada.*

This brochure traces television expansion in Canada by giving data from 1952 to 1961 on the number of tv stations, number currently under construction and number of tv homes by geographic location and percentage to total. Issued by All Canada Radio & Television Ltd., Television Division, Toronto.

5001. *Expenditures of Urban Families in Canada.*

This study is a survey of families with annual incomes ranging from $2,500 to $7,000 in nine major Canadian cities. It investigates expenditures by these groups for a variety of items such as food, household supplies, furnishings, clothing, appliances, automobiles and luxury items. It is available from *Reader's Digest*.

5002. *Reader's Digest Subscribers.*

An analysis of *Reader's Digest* subscribers in 14 Canadian cities groups them according to average family income, years of schooling, per cent of home ownership and average rate of area growth.

5003. *Survey of Five Canadian Suburbs.*

A brochure issued by *Reader's Digest* surveys five suburban communities in five principal Canadian cities to determine product ownership and buying and usage habits.

5006. *Canada's Original Equipment Market.*

This six-page folder deals with expenditures for new machinery and equipment, factory shipments, plus an analysis of buying influence and job titles of industry people reached by *Product Design and Engineering*.

5007. *Canada's French-Speaking Industrial Market.*

Equipement Industriel issued this six-page folder which gives data on products manufactured in Quebec, such as electrical apparatus, textiles, pulp and paper, medicinal products, tobacco products. The folder also contains charts on the province's industrial growth since 1946 and manufacturing plants established from 1950 to 1959.

5008. *Canada's Building Construction Industry.*

A folder contains dollar volume of Canadian construction, types and patterns of building, and a percentage breakdown on construction in the various provinces. Published by the *Architectural & Building Catalogue*.

5009. *Canada's Industrial Market.*

A folder published by *Engineering & Industrial Catalog* gives a breakdown by economic and metropolitan areas on machinery and equipment sales in the provinces.

5010. *Canadian Packaging Market.*

Packaging Progress issued this brochure of data on expenditures by various industries for packaging, imports of selected packaging materials and machinery into Canada.

5011. *Canada's Pit and Quarry Market.*

This fact folder on the quarrying, non-metallic mineral mining, cement and concrete products industries in Canada, plus charts showing growth over a 10-year period of industrial mineral mining and building material output, is available from *Canadian Pit & Quarry*.

5012. *Canadian Variety Trade Market.*

To point out the market for low and medium priced goods in the provinces, *Canadian Variety Merchandising* put out this folder of facts on the 1959 variety item sales in variety, department and general stores with a sales-by-province breakdown.

5013. *Feed, Flour, Grain and Seed Industries in Canada.*

Canadian Milling & Feed provides expenditures in 1957, '58 and '59, for new equipment and repairs, construction costs, production, exports and value of factory shipments in the feed, flour, grain handling and seed industries.

5014. *Canada's Footwear Industries.*

A small four-page brochure published by *Canadian Footwear* gives comparative statistics from 1958 and 1959 on retail shoe sales, leather and rubber footwear factory output and imports, tanning industry shipments and leather dressing manufacture.

5015. *Canadian Office Equipment, Supplies and Services.*

Office Administration offers this eight-page brochure with statistics from 1956, '58 and '60 on office building construction, value of domestic shipments of office furniture and business machines as well as imports of office equipment from the U.S. and other countries.

5016. *Engineering Construction in French Canada.*

A folder issued by *Genie-Construction* gives a detailed comparison of more than 50 types of structures and the dollar value of their construction in Quebec and other provinces.

5017. *1961 Sporting Goods Market.*

Sporting Good Merchandiser issued this folder which deals with the increase of Canadian manufacture of sporting goods between 1952 and 1958, with data on sport products Canadians manufacture and those they import. Such fields as fishing, baseball, golfing, cycling, hunting and boating are included.

5018. *Canadian Toy and Game Industry.*

Toys and Playthings published this folder of data from 1957 and '58 on the kinds and value of toys and games manufactured by Canadians and those imported from the U.S. and other countries.

5019. *Plant Management 1961 Subscriber Survey.*

This brochure studies job titles, buying influences of management men in more than 20 different industries which are in the market this publication reaches. Issued by *Plant Management*.

5020. *Commercial Vehicles in French Canada.*

In this folder, *Transport Commercial* shows the increased number of trucks and buses in operation from 1945 to 1959, and 1959 truck and commercial vehicle registrations by type of operation.

5021. *Automotive Service Market in French Canada.*

The growth in registrations of motor vehicles in Quebec since 1950; 1959 registrations breakdown, and garage and filling station sales are included in a folder from *Revue-Moteur*.

5022. *Quebec Building Construction Market.*

A folder comparing the construction market in French Canada with the other provinces is available from *Batiment*.

5023. *Montrealer's Subscriber Survey.*

This 12-page brochure, issued by *The Montrealer*, discusses characteristics of the magazine's readers, number of readers per family subscriber and where they are located.

5024. *Market in Canada for U.S. Packaging Machinery.*

A folder from *Packaging Progress* gives comparative dollar sales from 1955 to 1960 on U.S. packaging machinery exported to Canada. Some of the types of machinery included are bottling, labelling, wrapping, filling, printing machines and parts.

5025. *Canada in the Sixties.*

Population, households and tv households, by provinces, are presented, along with a history of Canadian broadcasting, in a booklet issued by Weed & Co., New York.

Use Return Cards in Requesting Data

(See Pages 55-56.)

INTERNATIONAL MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers of the material.

5500. *Latin America's Beverage Industry.*

A 22-page booklet published by *El Embotellador* includes nation-by-nation population, per cent of labor force employed in agriculture, per cent of literacy; dollar volume of syrups and flavors, beverage bottles and bottling and brewing equipment, and per capita consumption and production of soft drinks, beer, wines and liquor. Appended is a list of principal equipment, ingredients and supplies purchased by the Latin American beverage industry.

5501. *Selling to Latin America.*

Dollar imports of each Latin American nation, broken down by importing nations, and volume of various commodities and industrial products exported by the United Kingdom and by West Germany into each Latin American nation are covered in a 40-page booklet published by Vision Inc.

5502. *World Petroleum Market.*

A 16-page booklet issued by *World Petroleum* covers international petroleum industry growth in energy requirements, crude oil production, refinery and petrochemical capacity and consumer demand in the past ten years or so and makes projections.

5503. *British Cosmetics Market.*

A 154-page booklet from Odhams Press Ltd. gives breakdowns of British usage of nine types of hair preparations, permanent waves, seven types of preparations for the hands, ten types of makeup and seven types of other cosmetic preparations, by age, class, area, and in many cases, by color of hair. When last used, brands last used and shops from which these products were bought are covered.

5504. *'Newsweek' Pacific Readers.*

A survey report on *Newsweek* Pacific edition readers show occupations, income, possessions, personal activities, travel plans, etc.

5505. *'Newsweek' European Readers.*

Newsweek provides the same information as above on the readers of its European edition.

5506. *Costa Rica Market.*

Population of Costa Rica by sex, age groups and provinces; urban and suburban and rural homes by province; and radio homes are given in a six-page report from Caribbean Networks. Similar data is given in other brochures for the following markets:

5507. *Dominican Republic.*

5508. *El Salvador.*

5509. *Guatemala.*

5510. *Honduras.*

5511. *Nicaragua.*

5512. *Panama.*

5513. *Puerto Rico.*

5514. *Virgin Islands.*

SOON TO BE PUBLISHED

5515. *Railway Equipment Exports.*

A 54-page report on U.S. exports of railway equipment and materials, tabulated by countries and by types of the exports, will

What they see on WJAC-TV

THEY BUY!

Perhaps you're not mowed down by statistics, but it's important to know that both ARB and Nielsen consistently rate WJAC-TV Number One in the Johnstown-Altoona market.

What's more important is the fact that the people represented in those statistics are customers who buy the things they see advertised on WJAC-TV.

Just watch your sales figures grow like weeds when you showcase your product on the station purchasing people watch--WJAC-TV!

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

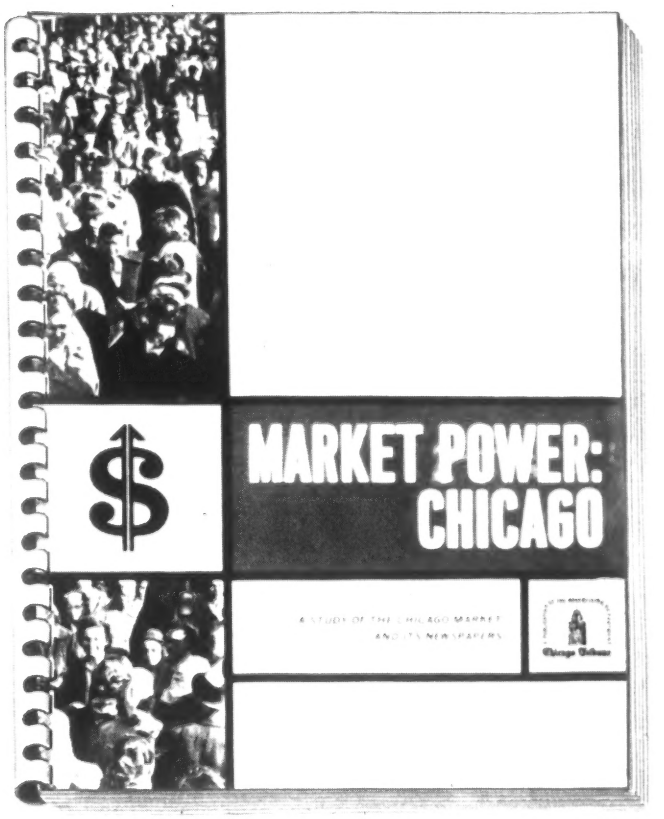
SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

No. 5 of a series

MARKET POWER: CHICAGO

is a study of COSTS

to help your advertising work...more economically



It was a wise media buyer who once remarked, "The real cost of advertising is determined not by what you pay for it—but by what you get for it."

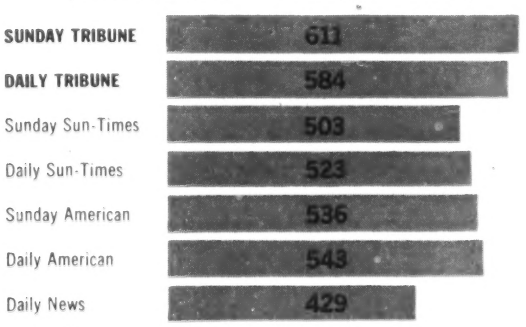
MARKET POWER: CHICAGO, the Tribune's new research study of people and their purchases, also shows the real cost of advertising in Chicago newspapers. Straightforward rate and milline rate comparisons show advertisers exactly what they get for their advertising dollars in all seven Chicago papers, three Sunday and four daily.

This objective study relates cost to coverage of five important marketing audiences—households, true housewives, men, women and all adults. Here you will find no misleading comparisons based on a rarely-used contract rate. MARKET POWER provides useful comparisons for several kinds and sizes of contract rates, including the new C-I-D discounts now offered by the Chicago Tribune and Chicago's American.

Even the most casual examination of these cost figures makes this one fact crystal clear:

The Sunday and Daily Tribune are the two best buys for your advertising dollar

Number of Households per dollar in Chicago and suburbs reached by Chicago newspapers
(Based on a 1,000 line ad at 5,000 line rates)



This chart is drawn in terms of household coverage. To reach an audience of true housewives, men, women or adults, the Sunday and Daily Tribune are also the two best buys for your advertising dollar.

MARKET POWER proves that the Tribune delivers a bigger audience, a better audience and a greater number of actual buyers. At virtually every contract rate, the Tribune provides this extra marketing impact at the most economical advertising cost.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

This research study will not be mailed, but copies are available to advertisers and their agencies from Chicago Tribune representatives. Call any of the following:

CHICAGO
Chicago Tribune
435 N. Michigan Ave.
SUperior 7-0100

NEW YORK CITY
Chicago Tribune
220 E. 42nd St.
MUrray Hill 2-3033

DETROIT
Chicago Tribune
1916 Penobscot Bldg.
WOodward 2-8422

SAN FRANCISCO
Fitzpatrick Associates
155 Montgomery St.
GArfield 1-7946

LOS ANGELES
Fitzpatrick Associates
3460 Wilshire Blvd.
DUnkirk 5-3557

EUROPE
Mortimer Bryans
3 & 5 Warwick House Street,
London, S.W. 1,
Trafalgar 2482-3

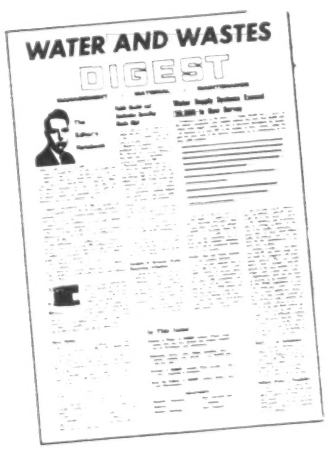
be published in July by *International Railway Journal*.

5516. *'Industria Avicola' Readers.*
Occupation and poultry flock size of 50% of the circulation of *Industria Avicola* will be included in an analysis to be published in May.

5517. *World Shipbuilding.*
A tabulation of 1,585 vessels of 1,000 or more gross tons building or on order in the entire world's shipyards as of January 1, 1961, broken down by country, builder, customer and ship specifications, comes from *Marine Engineering - Log*.

DISTRIBUTION MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers.



WATER and WASTES DIGEST

. . . a new publication serving the smaller community

Up to now, the thousands of plant operators, water and sewer commissioners, system superintendents, city engineers, etc., in the smaller communities who specify and buy literally hundreds of millions of dollars worth of materials and chemicals, tools and fittings have not been reached by a publication edited precisely for them, at the practical level. Now, we offer this great group as a unified audience with a tabloid-type publication. Brief-concise-informative, WATER and WASTES DIGEST will give maximum readership to every ad and news release. Result: Reader Impact.

Initial Circulation
Approx. 30,000
FIRST ISSUE
JULY 1961

Write for More Information To:

SCRANTON PUBLISHING COMPANY, INC.
185 N. Wabash Ave., Chicago 1, Ill.
155 E. 44th St., New York 17, N. Y.

7000. *Frozen Food Industry.*
An analytic report of the growth of the frozen food industry during the past decade includes production and sales figures of frozen foods in such categories as fruits, vegetables, poultry, meat, seafoods, prepared foods and specialites, and juice concentrates. It is published by *Quick Frozen Foods*.

7001. *Frozen Dinner and Meat Pies and Potato Products.*
This is a study of frozen dinner, meat pie and potato products sales in 100 major markets, with data on frozen food dollar sales by food stores; food store frozen food dollar sales rank; stores' frozen foods per-capita dollar consumption; and sales of the frozen dinners, meat pies and potato products plus per cent comparison with total frozen food sales. Issued by *Quick Frozen Foods*, it is free to advertisers only.

7002. 1960 *Almanac of the Frozen Food Industry.*
A 32-page almanac gives statistics on the frozen food industry for the past 10 years, covering such categories as production, prices, concentrates, seafoods, prepared foods, institutional buying of frozen foods, consumption of frozen foods, package sizes, transporation and warehousing, distributors, retailing, locker plants and home freezers. It is published by *Quick Frozen Foods*. It is free to advertisers only.

7003. *Motor's Automotive Wholesaling—10th Edition, 1960.*
This is an analysis of U.S.-Canadian jobber distribution of automotive replacement parts, shop equipment and tools. Its aim is to supply sales managers selling automotive after-market products with data showing the relative importance of one state against another and one city compared to another city. It is published by *Motor*.

7004. *Petroleum Marketer Data—1960.*
A folder on the oil marketing industry issued by *Petroleum Marketer* includes individual sheets covering installations; product demand; gasoline consumption; channels of distribution; size and geographical distribution of wholesalers; operations and functions of petroleum distributors; how oil marketing equipment is sold; and buying influences among majors and independents.

7005. *Vending in the '60s.*
A booklet issued by *National Bottlers' Gazette* tells of the opportunities and procedures for the soft drink and full-line vending industry and includes sales and number of machines for soft drinks, coffee and hot beverages, fruit juices, hot food, sandwiches, pastry and candy.

7006. *Automotive Chain and Volume Buyer Market.*
A brochure issued by *Automotive Chain Store* defines and describes the automotive chain store and volume buyer market. It lists total annual retail sales for industry; gives average sales for company-owned stores and associate dealers, breaks down the industry's total annual sales by merchandise lines, lists services offered by stores.

7007. *The Juvenile Market.*
A booklet published by *Juvenile Merchandising* covers the market for juvenile furniture, wheel goods and related items, including channels of distribution, trade shows and buying practices and annual sales figures for 26 juvenile products through 9,000 retail outlets.

7008. *Warm Air Heating Equipment Survey.*
A newsletter published by *Domestic Engineering* summarizes the results of a warm air heating equipment survey conducted among plumbing and heating contractors, showing the purchase of this equipment by these contractors and the brands of warm air heating equipment they use.

7009. *Plumbing, Heating and Air Conditioning Markets by States, —1960.*
This is a statistical and sales guide for manufacturers of plumbing-heating-cooling products by states, showing population, dwelling units, income, value of building permits, number of wholesalers, number of "AA" plumbing and heating contractors and total sales possibilities. It is issued by *Domestic Engineering*.

7010. *What Plumbing-Heating-Cooling Contractors Say About Tools.*
This is a study of power machine and tool ownership and buying intentions conducted among a national sampling of plumbing and heating contractors. Data covers portable electric drills, power actuated stud drivers, concrete coring drills, air hammers, etc. It is published by *Domestic Engineering*.

7011. *Purchasing Power of Plumbing Contractors in Springfield, O.*
A data sheet issued by *Domestic Engineering* covers the plumbing equipment purchasing power by plumbing contractors in the Springfield, O., market, selected as typical midwestern city.

7012. *Truck Ownership Among Plumbing-Heating-Air Conditioning Contractors.*
This is a study of the number and types of trucks owned by plumbing, heating and air conditioning contractors and wholesalers conducted by Market Facts Inc. for *Domestic Engineering*.

7014. *Garden Supply Industry.*
This is a review of the general economy in 1960 and a preview of 1961, with emphasis on the garden supply industry, including outlook for plant materials, retailing, lawn mowers, garden tools, garden chemicals and plant foods. It is issued by *Flower & Garden Merchandiser*.

7015. *Looking into Department Stores: 1961.*
This is a forecast of the outlook for department and junior department stores in 1961. Data was acquired via questionnaires sent to 6,956 department stores in 50 states. Also, data is compared with figures from the four previous forecast surveys. It is issued by *Merchants Trade Journal*.

7016. *Grocery Product Distribution.*
A booklet issued by the *Houston Press* covers a product distribution survey of 71 classifications of grocery store merchandise in 12 Scripps-Howard markets: Albuquerque, Cincinnati, Denver, El Paso, Evansville, Fort Worth, Houston, Indianapolis, Knoxville, Memphis, New York and Pittsburgh.

7017. *Profit Picture, Garden Supplies.*
A 32-page booklet published by *Modern Garden Center* outlines and identifies the customers in the garden supply market, tells what they buy, the lines dealers carry, and outlets that sell the most. Published by *Modern Garden Center*.

7018. *The Karting Market.*
This bulletin outlines a new market—karting (karting is the racing of small, slow moving vehicles called karts). It includes estimates on the number of karts in the market. It is published by *Modern Garden Center*.

Use Return Cards in Requesting Data
(See Pages 55-56.)

7019. *Supermarket Land, 1960.*
This booklet summarizing the retail grocery trade covers stores as of Jan. 1, 1960, and sales during 1959 for supermarkets, chain grocery stores, all grocer stores, voluntaries and retail cooperatives and independents. The grocery trade in leading metropolitan areas and counties is covered. Published by *American Weekly*.

7020. *Rug Cleaning Industry.*
This study indicates the size, scope and characteristics of the rug cleaning business, including volume of business, services, costs, employes, equipment and other factors compiled from questionnaires sent to readers of *The National Rug Cleaner*.

7021. *Drycleaners' Trucks.*
This survey, conducted among a cross-section of *The National Cleaner's* subscribers, provides a picture of the truck-using habits and preferences in the drycleaning industry during 1960, compared with the findings of a similar study conducted in 1949.

7022. *Laundry Truck Survey.*
This report is based on a study conducted among a cross-section of *Laundry Journal* subscribers, giving a picture of how laundry operators use trucks and their preferences in makes of trucks.

7023. *The Light Construction Industry.*
This is a 95-page report which describes the light construction market, its size and potential, principal product categories and principal parts (new homes, new improvements, farm building, light commercial building). It is issued by *Building Materials Merchandiser*.

7024. *Building Industry.*
This is a buying guide for lumber and building materials dealers, issued annually by *Building Materials Merchandiser*. It includes classified guides to buying product estimating, manufacturers and their products, brand and trade names. It contains 14 product data sections including prefab components, building specialties, windows and doors, builders hardware and farm and home hardware.

7025. *Broad-Line Lumber and Building Materials Dealers.*
This is a report based on a detailed survey of 2,043 lumber and building materials dealers who have diversified operations in home building, prefabrication of component house parts and wholehouse packages, and one-stop retail stores. It includes trends on product lines they sell, sales volume, markets they operate in, etc. Published by *Building Materials Merchandiser*.

7036. *Building Specialties and Home Improvement Industry - Survey.*
Dealer interest in products and trends in the building specialties market is covered in a brochure published by *Building Specialties & Home Improvement Dealer*, indicating gross sales volume, increases and decreases, types of products handled by specialty dealers, their net profits, new products, financing methods used, etc.

7037. *General Hardware Wholesalers Survey.*
This report contains a breakdown by states of general hardware wholesalers plus number of outlets in each state, number of salesmen, both industrial and institutional, and lines these wholesalers handle in both the U.S. and Canada. Available from *Hardware Age*.

7038. *The Hardware Market.*
A brochure issued by *Hardware Age* describes the national hardware market—total retail sales are charted according to the dealer's annual volume, and by categories such as housewares, major appliances, sporting goods, etc.

7039. *Hardware Store Census.*
A sheet issued last Feb. 15 is a *Hardware Age* geographical census of retail hardware dealers and general wholesalers, retail gross volume, and total of lumber yards and building materials dealers.

7040. *Sporting Goods Survey.*
A year-end survey of sporting goods sales in home and auto stores is available as a reprint of the study published in *Home & Auto Retailer*. Merchandise lines include fishing tackle, guns and ammunition, baseball, camping goods, etc.

7041. *A First Time Image.*
Christian Bookseller has tapped the Protestant supply store market to make available this brochure on annual store sales, types of books sold, store locations and business duration, estimated buying patterns, operating expenses and characteristics of the average customer.

7042. *Shoe Industry Facts.*
Boot and Shoe Recorder's annual review includes production, per capita production and estimated pairs consumption, of the shoe industry for the years 1921 to 1960, plus a projection of the 1961 market.

7043. *How The Top 80 Shoe Manufacturing Firms Rate in Pairage Output and Dollar Sales in 1960.*
Pairage production and dollar volume for the top 80 shoe manufacturing companies, plus industry production and sales, are available from *Boot and Shoe Recorder*.

7045. *Oil Market Facts.*
A monthly report issued by *National Petroleum News* includes a February issue containing consumer expenditures from 1954 to 1961 on gasoline and oil and growth of major and minor oil products from 1951 to 1960.

7046. *Where Automotive Service Work Is Done.*
About June 1, *Motor Age* will publish folders from its second Automotive Service Industry Survey. They will be available in 14 different service categories and will show for each, the total automotive service market, volume outlets and potential markets by region and city where some 31 different types of service equipment are purchased.

Building Supplies Distribution Patterns.
Building Supply News has a series of studies showing the distribution and supply patterns of the following building supplies:

7086. *Kitchen Products.*

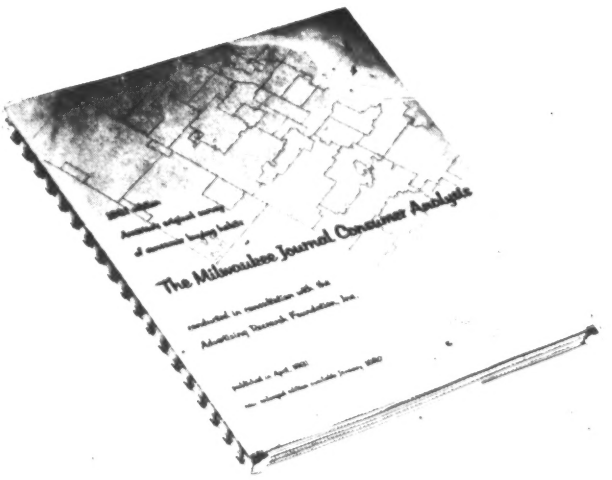
7087. *Glass.*

7088. *Vapor Barriers.*

7089. *Hardboard Products.*

7090. *Board Products.*

JUST OUT. . .



Food Products—Coffee, baby foods, canned orange juice, frozen orange juice, catsup, tomato juice, rye bread, diet bread, white bread, pork sausage, canned Chinese food, corned beef hash, cottage cheese, luncheon meats, ice cream, powdered milk, fresh milk, yeast, flour, soup mixes, cakemix, pancake or waffle mix, peanut butter, canned non-carbonated fruit drinks, potato chips, soda crackers, salt, frozen complete dinners, frozen vegetables, frozen fish sticks, french dressing, salad or cooking oil, diet supplement, canned dietetic fruits and vegetables, breakfast cereals (hot, cold), gum, peas, wieners or frankfurters, hams, bacon, tuna, macaroni, spaghetti, cookies, dessert toppings, dog owners, dog food, lamb, cat owners, cat food, margarine, all-purpose shortening, sugar, syrup, candy bars, packaged or boxed candy, instant potatoes.

FOODS

Soaps, Allied Products—Paper towels, wax paper, aluminum foil, plastic wrapping paper, paper napkins, toilet tissue, scouring cleansers and pads, toilet soap, water softeners, toilet bowl cleaners, soaps and cleaning agents for linoleum or tile floors, painted walls or woodwork, fine fabrics, hardwood floors, household laundry, dishes, rugs and upholstery, all-purpose liquid detergent cleaner, powdered bleach, bleaching fluid, floor wax.

SOAPS

Drugs, Toiletries—Home permanent waves, hair dressing (women), hair color rinse, hair spray in pressurized cans, shampoos, nail polish, liquid facial make-up, lipstick, facial tissues, safety razors and blades, shaving cream in pressurized cans, men's electric shavers, hair tonic or dressing (men), toothbrushes, deodorant, tooth paste, cold remedies, headache remedies.

TOILETRIES

Home Appliances—Owners and renters of homes, washing machines, combination washer-dryers, home heating, mattresses, clothes dryers, dishwashers, water heaters, television sets, stereo systems, vacuum cleaners, FM radios, transistor radios, freezers, refrigerators, toasters, electric fry pans, electric ranges, gas ranges, food mixers, home improvements, painting, power mowers.

HOMES-APPLIANCES

Automotive—Gasoline, make and model of car owned, tires, snow tires, antifreeze, motor oil, motor oil additives, car insurance, gasoline credit cards.

AUTOMOTIVE

General—Composition of families, employment and income, cigars, pipes and pipe tobacco, cigarets, girdles, brassieres, stocks and bonds, recreation (summer and winter), vacations, life insurance, air line travel, boats, outboard motors, nylon hosiery, wrist watches (men), installment buying.

GENERAL

and you're in it!

See where your brand stands in Milwaukee . . . a million-plus metropolitan test market

This 38th annual report of America's original Consumer Analysis is again conducted in consultation with the Advertising Research Foundation. It presents vital market information gathered since January 1, 1961:

- what, when and where Milwaukee people buy
- product usage and brand ratings
- ownership of cars, appliances and homes —and buying plans

Consumer Analysis is a complete picture of the competitive positions and trends of hundreds of brands, consumer choice of stores, and comparisons with past years. It will give you valuable ready reference to consumer buying habit in a metropolitan market of over a million population.

If you haven't received your copy, write or call us.

THE MILWAUKEE JOURNAL

Member of Million Market Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

Available Market Data—Distribution

To secure copies of data listed, use the return cards

7091. *Ready-Mix Market Study.*
A report showing basic marketing characteristics (geographic distribution, annual output, number of trucks, etc.) of building material dealers who have ready-mixed operations, and the number who operate subsidiary ready-mix operations, is offered by *Building Supply News.*

7092. *Material Handling & Equipment.*
The lumber and building material dealer market for trucks, tractors, forklifts and strapping and wrapping materials is contained in a report from *Building Supply News.*

7093. *Roofing & Siding Study.*
Building Supply News offers a report on roofing and siding materials carried by lumber and building material dealers; source of supply; annual sales volume; packaged selling; sales trends and other data.

7094. *Lumber & Building Supply Dealers Sell to Consumers.*
This report, giving volume of products sold by wholesalers to retail lumber and building material dealers, plus percentage breakdown of what type of customer the dealer sells to, average inventory of various products, turnover, etc., is available from *Building Supply News.*

7095. *'Gift & Art Buyer' Survey.*
A folder from *Gift & Art Buyer* surveys subscribers, showing dealer volume, services rendered, and per cent of dealers who carry 61 items.

7096. *Distribution of Food Store Sales.*
A booklet listing leading supermarket chains, independents, voluntary and cooperative groups in 175 cities shows percentage of their individual markets obtained by these stores, and is available from *Supermarket News.*

7097. *Report on the Heating & Cooling Supplies Wholesaler.*
This 34-page report shows function, sales volume, origins and future of the air conditioning, heating and refrigeration supplies wholesaler, including profiles of more than 400 wholesaler companies, listing the products they sell and distribute, and is offered by *Air Conditioning, Heating & Refrigeration News.*

7098. *Heating & Cooling Contractors in Four Markets.*
A report from *Air Conditioning, Heating & Refrigeration News* surveys the market in Cleveland, Cincinnati, Fort Wayne and Grand Rapids, listing leading contractors and wholesalers, together with products handled and estimates of financial strength.

7099. *Dinnerware, Table Glassware.*
A brochure from *Gift & Art Buyer* includes percentage of department stores who coordinate china, glass and gifts in promotions and displays, per cent who use one buyer, and per cent who use one sales area.

7100. *Building Material Dealer Panel Report.*
Quarterly reports from *Building Supply News* cover dealer operations in building material distribution, including characteristics of distribution and sales of various products, such as kitchen products, and door and window products.

7101. *When Sporting Goods Dealers & Jobbers Buy & Sell.*
A booklet issued by *Sporting Goods Dealer* shows per cent of annual purchases done in each month of the year by sporting goods dealers and jobbers in various product fields such as fishing tackle and hunting supplies, and gives an estimate of the market potential.

Sales by Category in U.S. Home & Auto Stores.
Reports on sales of various product categories in home and auto supply stores, giving buying habits, types of products handled, regional breakdowns and leading sellers are available from *Home & Auto Retailer* in the following categories.

7103. *Housewares & Appliances.*

7104. *Lawn & Garden Supplies.*

7105. *Tires & Automotive Products.*

7106. *Toys & Wheel Goods.*

7107. *Outdoor Living Products.*

7102. *Home & Auto Market.*
A four-page report giving sales volume, types of stores and other information on the home and auto market is offered by *Home & Auto Retailer.*

7108. *Buying Patterns of Franchise Auto Stores.*
A folder on franchise and associate home and auto supply stores shows buying habits, types of products handled, regional breakdowns and leading sellers, and is offered by *Home & Auto Retailer.*

7109. *Discount & Self-Service Department Stores.*
A survey showing estimated number of units by type, geographical distribution, probable expansion plans and other material on discount and self-service department stores is offered in a folder by *Modern Retailer.*

7161. *Gas Appliance Market.*
A folder from *Gas Appliance Merchandising* and *LP-Gas* gives number of gas utility sales outlets, independent dealers, contractors, distributors and wholesalers, broken down by type, covering both the natural and LP gas market segments.

7162. *Lumber Retailers and Wholesalers.*
Retail and wholesale dealers in lumber and building materials are broken down by type and six regions in a sheet from *Southern Building Supplies.* A map indicates number and percentage of new housing units by regions.

7163. *Industrial Distributors.*
An eight-page reprint by *Industrial Distribution* gives 1960 sales, inventory, gross margin, turnover, accounts receivable, and number of invoices, employes and salesmen of industrial distributors. Included are sales per employe, sales per salesman and a summary of distributors' expectations for 1961 and future years.

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for the large volume of market data. All of the usual features will be back in their regular places next week.

7164. *Restaurant Data.*
A folder issued by *American Restaurant* includes the restaurant industry's sales, establishments and feeding operations in charitable and institutional feeding, and commercial feeding.

7165. *Motel Data.*
Motels, units, dollar volume, investment, per cent of occupancy and average daily rate, plus a projection on the motel industry's future, are included in a folder issued by *American Motel.*

7166. *Motel Census.*
A 1960 state-by-state census of motels is presented in a sheet issued by *American Motel.*

7167. *Television in Motels.*
These sheets issued by *American Motel* report tv sets in motels, number of motels with sets, number planning to add sets, method of purchase, style preferences and service arrangements.

7168. *Restaurants in Motels.*
A sheet issued by *American Motel* includes motels with on-premise restaurants and number planning to add on-premise restaurants.

7169. *Motel Construction.*
New construction starts, expansion and remodeling projects and planned construction, number with restaurants, number with swimming pools and a breakdown by regions are included in a sheet issued by *American Motel.*

7170. *Industrial Distributor Market.*
A booklet issued by *Industrial Distributor News* profiles the industrial distributor, presenting average sales, inventory, gross margin, employes, number of outside salesmen, salesmen's average sales, and a rundown of products sold.

7171. *Abrasives Distribution.*
A reprint issued by *Industrial Distributor News* includes a map showing how grinding wheel sales are distributed in the U.S. and a breakdown of profit margins by quantities ordered.

7172. *Portable Electric Tools.*
Sales of portable electric tools annually from 1946 to 1960 and their share of total industrial distributor sales are included in a reprint by *Industrial Distributor News.*

7173. *Test Equipment Use.*
A brochure issued by *Electronic Technician* reports brands and units in use among such test instruments as filament checkers, fuse circuit testers, RF-audio harmonic generators, line voltage regulators, bias supply, etc.

7174. *Hotel Beverage Story.*
Hotel beverage purchases and sales, types of beverage services, liquor consumption trends, economic factors influencing hotel beverage services and consumer liquor buying preferences are included in a brochure issued by the *Hotel Monthly.*

7175. *Baking Industry Survey.*
A reprint from *Baking Industry* surveys wholesale bakery operations, including regional profiles of gross dollar sales and profits, poundage trends, route sales, and stale returns and recoveries.

7176. *Coin-Op Industry.*
A brochure issued by *Coin-Op Magazine* analyzes the coin-operated laundry market, showing growth in number, who owns and who uses coin-ops and their future as an industry.

7177. *Boating Dealers.*
A booklet issued by *Boat & Motor Dealer* surveys dealers on products handled, whom they buy from, time of purchases, stock turnover and size of sales force.

7178. *Forecast for 1961.*
Estimates of volumes of mechanical work by types of building construction are included in a survey of 700 manufacturers, wholesalers and contractors on the industry outlook by *Plumbing-Heating-Cooling Business.*

7179. *Plumbing-Heating-Cooling Summary.*
Fact sheets issued by *Plumbing-Heating-Cooling Business* give number and percentages of contractors engaged in types of work, average volume, employes, trucks, tools, etc.

7180. *Tool Investment.*
Inventories, yearly purchases, kinds and numbers of tools owned by plumbing-heating-cooling contractors are reported in a reprint by *Plumbing-Heating-Cooling Business.*

7181. *Brand-Selection Influences.*
A survey by *Plumbing-Heating-Cooling Business* shows the types of specifications and their relative use by architects, engineers, contractors and owners, and the degree of their influence in selecting materials.

7182. *Supermarkets.*
Number of supermarkets, total volume and volume by store, per cent of grocery business in supermarkets, dollar volume of products sold, and sales of 112 largest supermarket companies are included in a May, 1961, reprint from *Super Market Merchandising.*

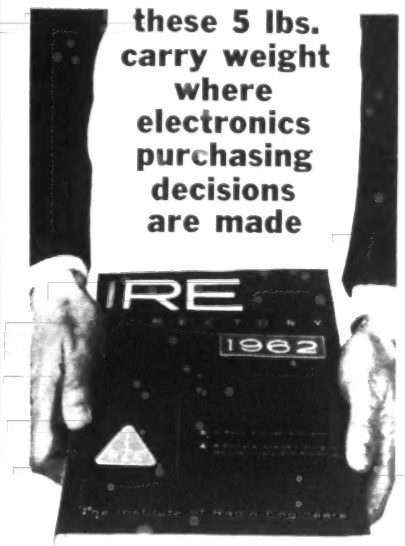
7183. *Discount Retailing Data.*
A booklet issued by the *Discount Merchandiser* surveys the discount retailing field, including size, expansion plans, types of discount retailers, kinds of items sold, leading chains, buying methods and future trends.

SOON TO BE PUBLISHED

7013. *Motor's Trading Area Sales Guide—1961 Edition.*
Due for publication in mid-1961, this will be an analysis of the U.S. automotive after-market showing for 601 trading areas indices of market potential based on vehicle registrations, parts, equipment and tool sales to automotive jobbing outlets. It will be issued by *Motor.*

7110. *Bakery Market.*
A folder to be issued by *Bakery Review* by June 1 will give composition, size and buying practices in the bakery field.

these 5 lbs. carry weight where electronics purchasing decisions are made



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Your kind of woman...your kind of young customer. She's all woman—instinctively, impulsively, predictably female. What's more, she's in her energetic, *independent* twenties. Out of her teens (and glad of it), she's turning twenty...turned twenty...or she's 'forever twenty-nine.' She can't and won't be typed career girl, coed, or housewife—because she's the kind who can, and does, do two-things-at-once. Whether she has the urge to be married or be management, whether she's marrying, matriculating or doing both—she's first and foremost a fabulous female. She's all woman and all get-up-and-go. In her vital twenties, she has more energy and endurance than her pioneer grandmother. In a class all her own, she has more taste, more education and more money than her counterpart a decade ago. She demands a style of living—refuses to settle for a standard of living! She's the young woman businessmen (retailers especially) have in mind when they speak of the tidal wave of the twenties—the *dynamic twenties market*. She's the woman who sees herself in, the young woman you sell in...

guarantees 1,000,000 young women

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Available Market Data—Distribution

To secure copies of data listed, use the return cards

OFFERED AT A PRICE

The following items are available at the price listed. Please send your requests for these items direct to the publisher, broadcaster or other type of company offering the material, at the address listed.

Guide to the Building Products Dealer Market.

This is a 112-page analytical guide to the $8 billion building products market. It includes individual state breakdowns plus a national summary detailing dealerships, dollar sales volume, employment, year of establishment, those engaged in building and remodeling, and product lines handled. Price: $25 a copy. Order directly from *Building Products Dealer*, 1 First St., Los Altos, Cal.

Jewelers' Dollars: In and Out.

This is a survey sponsored by *Jewelers' Circular-Keystone* and the Retail Jewelers of America Inc., on operating costs of a representative sample of retail jewelry stores. It presents gross margin, net profits for cash jewelers in six sales volume brackets and for installment credit jewelers in two sales volume categories. It is available from *Jewelers' Circular-Keystone*, 56th & Chestnut Sts., Philadelphia, for $1.

The Fabulous Von's Story.

This booklet gives a 48-week product analysis of the national brands inventory of Von's supermarket chain, Los Angeles, including data gathered on velocity, dollar profit, turnover, markdowns, return on investment, new items, list by brand name of every item returning a gross profit of at least $2 per week per store, etc. Order directly from *Super Market Merchandising*, 67 W. 44th St., New York. Price: $1.50 per copy.

Super Market Industry: 1960.

Statistical summary of the supermarket industry in 1960 includes number of markets, total sales and sales per store, spending per family per store, customer transactions and a list of food chains doing $20,000,000 or more annually. It is available from *Super Market Merchandising*, 67 W. 44th St., New York, for 50¢ per copy.

Motor Age Automotive Marketing Guide.

Data on the wholesale and retail automotive market sales totals and vehicle registrations are given in a city, county and state breakdown. The report is available from *Motor Age*, 56th and Chestnut Sts., Philadelphia, at $25 per copy.

Verified List of Hardware Wholesalers.

A 135-page report of hardware distributors in the U.S. and Canada which includes 469 wholesalers with capitalization, number of salesmen and their territories, buyers' names and their lines, plus industrial supply distributors, plumbers, tinners supply jobbers, manufacturers' agents, hardware associations and chain store buying offices. It is available for $15 per copy from *Hardware Age*, 56th & Chestnut Sts., Philadelphia.

Market for Cement Among Construction Contractors.

Heavy construction contractors' annual consumption of Portland cement, concrete produced by construction contractors, and ready-mix concrete purchased from producer, by type of construction and size of company, based on a study among construction contractors whose personnel receive *Contractors & Engineers*, is available from the publication, 470 Park Ave. South, New York, for $10 a copy.

Market for Steel Products in the Construction Industry.

Heavy construction contractors' annual consumption of structural steel shapes, open-web steel joists, steel H-type foundation piles, steel pipe, and various other steel construction products, by type of construction and size of company, based on a study of construction companies whose personnel receive *Contractors & Engineers*, is available from the publication, for $10 a copy.

NO MONEY, PLEASE

NOTE: Most items are available without charge, but not all. Those requesting material which bears a price must send their requests direct to the publisher. ADVERTISING AGE *cannot handle or process requests for material for which a charge is made.*

SOON TO BE PUBLISHED AT A PRICE

Pleasure Marine Marketing Guide.

Marine Products, 56th & Chestnut Sts., Philadelphia, plans to make available July 1, at a price to be announced, a marketing guide pinpointing retail sales potentials for the marine retail market by key city, county and state, with data on a number of retailers by state and function.

This Is You.

Jewelers' Circular-Keystone, 56th & Chestnut St., Philadelphia, will publish later this year a report on dollar volume of sales and per cent of annual volume by jewelry lines sold by retailers in eight annual sales volume groups, plus the number of employes in eight sales-size groups of stores. It will cost $1.

What the Public Spends for Grocery Store Products.

This annual study, to be published in August, is a comparative three-year look at what people have spent on more than 300 food and non-food items sold in grocery stores. It will be available for $1 from *Food Field Reporter/Food Topics.*

What the Public Spends for Drug Store Products.

In July *Drug Trade News/Drug Topics* will publish its annual study of consumer expenditures at the retail level for some 300 drug store products over a three-year period. It will be available for $1 per copy. Address is 155 East 44th St., New York.

Eagle Food Centers Study.

An analysis of sales and profits, by item and brand, in Eagle Food Centers, Rock Island, Ill., for nine months of 1960, will include contribution to the profit picture by new items and various manufacturers, out-of-stock statistics, and comparison of items carried in small and large chain. It will be available by next August from *Super Market Merchandising*, 67 W. 44th St., New York; tentative price is $1.50 per copy.

Merchandising Cycle for the Dress Industry.

A chart showing, on a month-by-month basis, mill and converter selling activities, cutter planning and selling activities and retailer planning and ordering activities in the dress industry will be available in July from *Women's Wear Daily*, 7 E. 12th St., New York, for 25¢.

Curtain Wall Construction.

A booklet showing what use architects and general contractors make of curtain wall construction, broken down by region, type of products used, etc., will be available next October from *Building Construction*, 5 S. Wabash Ave., Chicago, for 35¢ a copy.

PROFESSIONAL MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers of the material.

7500. *Data on Physicians.*

This hard-bound volume surveys physician readers of *Medical Economics*, *Journal of the American Medical Assn.*, *Modern Medicine* and *MD Medical Newsmagazine* as to prescription volume, patient load, age and field of practice. Offered by *Medical Economics.*

7501. *Distribution of Dentists.*

This 62-page booklet covers number and distribution of dentists by state, region, district and county, plus population per dentist, per capita buying income and retail sales. It is offered by the Bureau of Economic Research and Statistics of the American Dental Assn.

7502. *Pediatric Profile.*

A four-page study on pediatric practices of general practitioners and pediatricians and related facts about patient loads, drug usage and disease diagnosis, is offered by the C. V. Mosby Co., St. Louis.

7503. *Resident-Intern Market.*

This study covers hospital interns and residents who are subscribers to *Riss Magazine*, *Resident Physician* and *New Physician*, including training status, hours on duty, hours with certain types of patients, expected location of practice, etc. It is available from *Riss Magazine.*

7504. *Organized U.S. Recreation Market.*

A survey of the professional recreation directors who are members of the American Recreation Society, and their buying power, influence over and types of recreational equipment purchases, annual expenditures and future expenditure plans. Offered by *American Recreation Journal.*

7511. *Catholic Institutional Market.*

A booklet issued by *Catholic Property Administration* covers the growth of the Catholic institutional market over the past ten years, including population, elementary and high schools, universities, hospitals, dependent children, nurses, protective institutions, homes for the aged, seminaries, priests, brothers and nuns.

7512. *Fifth Youth Market Survey.*

This 48-page booklet covers a study of the parochial junior high school market, and discloses the buying habits of 11 to 15-year old boys and girls, their brand and company preferences, and their influences on family purchasing. Published by *Young Catholic Messenger.*

7513. *Hospitals.*

This seven-page booklet is a general study on the hospital field today. It describes expanding services, and lists details on all aspects of the pharmacy department and gives a breakdown on hospital pharmaceutical purchases in 1959. Issued by *Hospitals, Journal of the American Hospital Assn.*

7514. *Nurses.*

These four fact sheets contain data on the number of nurses, where they are employed and other information about the nursing field. Published by *American Journal of Nursing.*

7515. *Profile of the Institutional Laundry Market.*

A survey of the captive laundry market in hospitals, hotels, schools and other institutions, giving the number of employes, number of beds, production equipment, purchasing decisions and growth potential, is covered in a brochure issued by *Institutional Laundry.*

7516. *Key Man in Linen Purchasing.*

This folder deals with the institutional laundry manager's influence in the buying of linens, towels, blankets, uniforms and diapers; the extent of that influence, and the function of other institutional executives in such purchases. Issued by *Institutional Laundry.*

7517. *Catholic Hospital Market.*

The Catholic hospital market, including number of hospitals, beds, patients, employes and construction, plus annual purchases for 13 categories including food, furnishings, pharmaceuticals and other hospital supplies and equipment, is covered in a brochure published by *Hospital Progress.*

7518. *Know the Men Behind This Door.*

This eight-page brochure describes the duties and responsibilities of professional school administrators. Issued by *Nation's Schools.*

7519. *The Educational Market—its Components and Their Characteristics.*

A six-page folder issued by *Nation's Schools* gives a breakdown of all types of schools, public and private, ranging from nursery to college level, and shows major sources of support, physical plant, housing, feeding, etc.

7520. *How Public Schools Are Organized.*

A chart issued by *Nation's Schools* show the organization of the public school systems and the important buying segments of the market.

7521. *Public School System by Type and Enrollment—1960.*

A data sheet issued by *Nation's Schools* shows U.S. public school systems by enrollment size, elementary and secondary (based on Bureau of Census reports).

7522. *Report on Product Selection in Hospitals.*

This survey, based on replies from 1,023 hospitals, shows how 12 hospital personnel categories influence the purchase and selection of 45 categories of hospital products. Published by *Modern Hospital.*

7523. *How Colleges and Universities Are Organized.*

This sheet contains an organization chart for colleges and universities. Issued by *College & University Business.*

7524. *College Market—Housing & Food Facilities.*

This 12-page booklet covers college housing, number of students, equipment in the college kitchens, furniture and furnishings supplied by colleges and food served at snack bars. Published by *College & University Business.*

7525. *How They Feed the Lions.*

A six-page folder issued by *College & University Business* describes in detail the big-business feeding operation of a typical university (Pennsylvania State University).

7526. *Hospitals and Bed Capacity in the U.S. and Canada.*

This folder covers number of hospitals in the U.S. and Canada, broken down by states and by provinces in six categories, ranging fr[om] 25 beds or less to 301 beds

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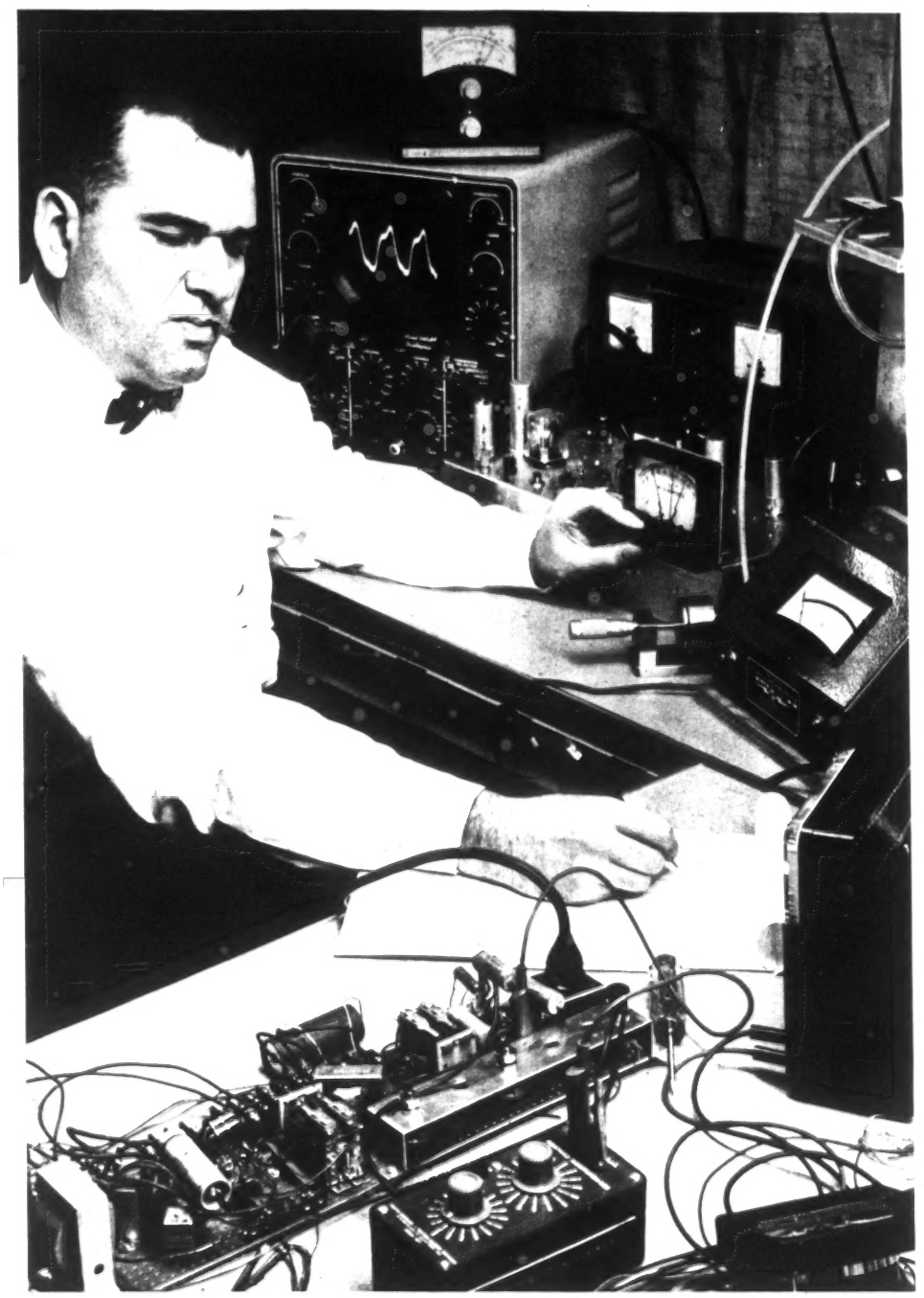

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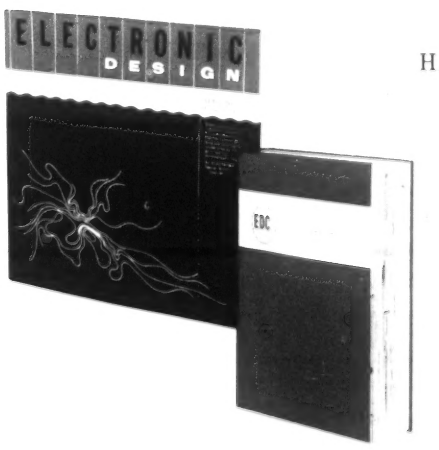

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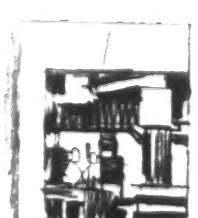

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AM/MM concentrates on how-to articles, case histories and *working* information on the often highly complex methods and procedures involved in manufacturing things from metal more efficiently, more profitably. In short, it's a 26-times-a-year work book. If metalworking is your market, it will work for you.

For up-to-date facts and figures on metalworking, ask your AM/MM *district manager for a copy of the 1960 Market Guide for Sales Executives.*

In metalworking—men who matter read...

American Machinist / ***Metalworking Manufacturing***

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, N. Y.

ABP

ABC

Available Market Data—Professional

To secure copies of data listed, use the return cards

or more. Issued by Modern Hospital Publishing Co.

7527. *Estimated Enrollment in U.S. Colleges & Universities, 1960-70.*

A data sheet based on U.S. Office of Education data estimates the number of students who will enroll in U.S. college and universities between 1960 and 1970. Issued by *College & University Business.*

7528. *Expansion and Replacement of Physical Plant in U.S. Colleges, 1958-70.*

This data sheet shows the estimated funds needed for expansion and replacement of physical plant facilities in U.S. colleges from 1958 through 1970. Issued by *College & University Business.*

7529. *College Physical Plant Area Available, 1958-1970.*

This data sheet, based on U.S. Office of Education and American Council on Education data, shows the college physical plant area currently available and what will be needed by 1970. Issued by *College & University Business.*

7530. *College Buildings Built (by Function), 1951-59.*

The number and value of college buildings constructed from 1951 through 1959 are shown in a data sheet issued by *College & University Business.*

7531. *Plans for College Laboratories.*

This survey, conducted among 203 colleges and universities, discloses the number of laboratories to be built from 1960 to 1965 and what years construction will start. It also lists current lab facilities at the schools. Issued by *College & University Business.*

7532. *U.S. Hospital Bed Capacity.*

This three-page data sheet shows the total market of U.S. hospitals and the percentage of coverage of *Modern Hospital* readers in those hospitals. Issued by *Modern Hospital.*

7533. *New Hospital Construction Forecast: 1961-1969.*

Data sheets cover current hospital facilities and number of beds, and the estimated number of new beds which will be needed by 1969. Issued by Modern Hospital Publishing Co.

7534. *Hospital Buying Procedure: Professional Equipment.*

This survey, based on responses from 586 hospitals, deals with persons who do the buying of professional equipment in U.S. hospitals. Published by Modern Hospital Publishing Co.

7535. *Hospital Buying.*

This six-page survey, based on responses from 573 hospitals, gives a breakdown, by size of hospital, etc., of persons handling the buying of professional supplies in hospitals. Issued by Modern Hospital Publishing Co.

7546. *Beds in Nursing Homes.*

A five-page study of bed facilities in nursing homes and homes for the aging comes from *Professional Nursing Home.*

7547. *Nursing Home Map.*

A basic marketing map from *Professional Nursing Home* shows number of nursing homes and homes for the aging with 20 or more, 50 or more and 100 or more beds in 48 states.

7548. *Nursing Home Market for Food and Equipment.*

A data file from *Professional Nursing Home* includes food service data giving number of patients and employes fed, food suppliers, purchasing responsibility, etc. on 153 homes.

7549. *Protestant Market.*

Protestant church membership and dollar volume of building construction, furniture-equipment-supplies and maintenance and operating expenditures are estimated in a folder about *Christianity Today.*

7550. *'Show How' Woman.*

A brochure from *What's New in Home Economics* describes the influence of home economics professionals, number of such teachers in primary and secondary schools, adult education classes and colleges and number of students reached.

7552. *Educational Buildings.*

A booklet from Buttenheim Publishing Corp. covers 1960 public, private and parochial school and college and junior college building construction, broken down by total number, total cost, regional distribution and type of building. A 10-year summary is included.

7553. *School Food Service.*

Cost of building and equipping elementary and secondary school cafeterias, yearly cost of food served in all of them and number of children using them appear in a brochure from Buttenheim Publishing Corp.

7554. *Dentifrice and Drugs.*

Dental Survey Publications provides reports on recommendations of dentifrice and drugs by dentists in 1960, covering tooth paste, tooth powder, tooth brushes, mouth wash, denture cleansers, denture adhesive, and analgesics, vitamins, tranquilizers, antibiotics, anesthetics, hypnotic and hemostatic drugs, all broken down by brand, and number and percentage of dentists recommending each.

7556. *Product Lines in Building Schools.*

School Management also has available a tabulation of a survey on 23 product categories in which school superintendents expressed interest during school planning or early contruction stages.

7557. *Public School Market.*

Enrollment, total expenditures, number of school districts, number with 300 or more pupils, and number of business managers, etc. appear in an eight-page report from *School Management.*

7558. *School Product Specifiers.*

A survey of school building architects indicating in which product categories their clients (school officials) inject their opinions in the final choice is available from *School Management.*

7559. *Geriatric Market.*

A folder from the *American Journal of Medicine* gives population over age 65 projected to 1980, combined death rates from chronic, degenerative and infectious diseases, incidence of chronic conditions and the per-1,000 rate of 19 conditions for four age levels.

7560. *Cardiac Statistics.*

Incidence of cardiovascular diseases by age and sex, the number of heart patients medically attended and the number of days lost yearly through activity restrictions appear in a folder from the *American Journal of Cardiology.*

7561. *Time Loss Patterns.*

The major conditions causing restricted activity, a count of branded prescription products used to treat each of the major conditions, seasonal patterns of illness and restricted activity and its distribution for various age groups are included in a folder from *Modern Drugs.*

Use Return Cards in Requesting Data

(See Pages 55-56.)

7562. *Prescribing Habits of Surgeons.*

A folder from the *American Journal of Surgery* gives average number of prescriptions per surgeon per week, four situations where surgeons prescribe, and 24 types of medications surgeons regularly prescribe, with percentages. Percentage of surgeons buying instruments, supplies, etc. during a 12-month period is also included.

SOON TO BE PUBLISHED

7563. *Prescribing Dentists.*

A study of actual prescription blanks used by dentists to determine whether the form identifies the writer as a dentist will be available Aug. 1 from Dental Survey Publications.

7564. *Orthopedic and Prosthetic Appliance Establishments.*

A report on establishments in this field as a market will be published June 1 by the American Orthotics & Prosthetics Assn.

7565. *Industrial Education Purchasing.*

Available June 1 from *School Shop Magazine* will be an analysis of the purchasing practices of industrial education teachers, etc.

7566. *Doctors' Wives.*

A booklet issued by the *Doctor's Wife* shows the percentage of readers (doctors' wives) who reported that their husbands also read the magazine, and gives doctors' income, income from practice and ownership of high priced cars, dishwashers and movie cameras.

OFFERED AT A PRICE

The following items are available at the price listed. Please send your requests for these items direct to the publisher, broadcaster or other type of company offering the material, at the address listed.

Medical Market Guide.

This is a survey of incidence and types of illnesses in the U.S., patients' ages; comparative figures from 1955 to 1960 on number and types of physicians, their patient load, plus a forecast for 1975 on increasing number of physicians. The survey provides a breakdown by geographic area and by states of 1960 population, drug stores, ethical drug sales, physicians, hospitals and pharmaceutical purchases by hospitals and doctors. Order it from *Modern Medicine*, 84 S. 10th St., Minneapolis, at $10 a copy.

Survey of Optometrists.

This is the first report of a three-part study of the professional and practicing characteristics of optometrists who are subscribers to *Optical Journal* and *Review of Optometry.* The Chilton Co., 56th & Chestnut Sts., Philadelphia, makes it available at $3 a copy.

INDUSTRIAL MARKETS

NOTE: Most items listed here are available without charge, but not all. Those requesting material which bears a price will be billed at the stated price by the publishers of the material.

8003. *Market Data on Industrial and Domestic Wastewater.*

A data sheet published by the Water Pollution Control Federation covers wastewater facilities, including number of plants by category and population served, and the market's current activity, future prospects, buying practices in the field, and a complete list of products and supplies needed for the construction, operation and maintenance of wastewater collection and treatment facilities.

8004. *Sewage Plant Costs.*

A reprint of the *Journal of WPCF* presents a cost survey of sewage treatment plant operation and maintenance, broken down by types of plant and by population served. Published by Water Pollution Control Federation.

8005. *Water & Pollution.*

This folder points up the need for improved water supply, sewage disposal and wastewater facilities and includes per capita water consumption, 1940-60, projected consumption in 1975 and condition of facilities in towns of 25,000 and over. Issued by Water Pollution Control Federation.

8006. *Soft Drink Sales Survey.*

A booklet issued by *National Bottlers' Gazette* gives the 1960 sales and profits of the soft drink industry, covering packages, vending, flavor preferences and major outlets.

8007. *Profile 'Food Service' Reader*

Food Service has issued this comprehensive study on the personal backgrounds of its readers, the kind of establishments in which they work and other data on the food industry.

8008. *Instrument Market.*

A 12-page pamphlet issued by *ISA Journal* covers instrument production, based on Department of Commerce reports, and predicts growth of the market in the next ten years.

8009. *Boxboard Container Industry.*

This report treats the individual segments of the industry (corrugated, folding carton, setup box, fibre can and tubes) in terms of production facilities, production volume, market potential for major items of supply for the industry. Published by Haywood Publishing Co.

'Canner Packer' Market Reports.

Fifteen data sheets published monthly by *Canner/Packer* cover volume of purchases of the following products in the processed food industries:

8010. *Fibre Shipping Cases.*

8011. *Sweetening Materials.*

8012. *Metal Cans.*

8013. *Fruit, Vegetable Preparation Equipment.*

8014. *Interior Transportation Equipment (Belts, Pumps, Cable, Lift-Trucks, Etc.).*

8015. *Refrigeration and Freezing Equipment.*

8016. *Laboratory Equipment, Supplies.*

8017. *Highway Transport Equipment.*

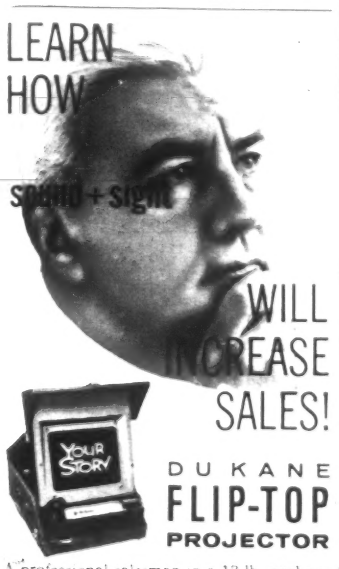
8018. *Equipment and Supplies in the Dry Foods Segment of Processed Food Industries.*

8019. *Glass Containers and Closures.*

8020. *Petroleum Products.*

8021. *Vegetable Oils.*

8022. *Edible Starch.*



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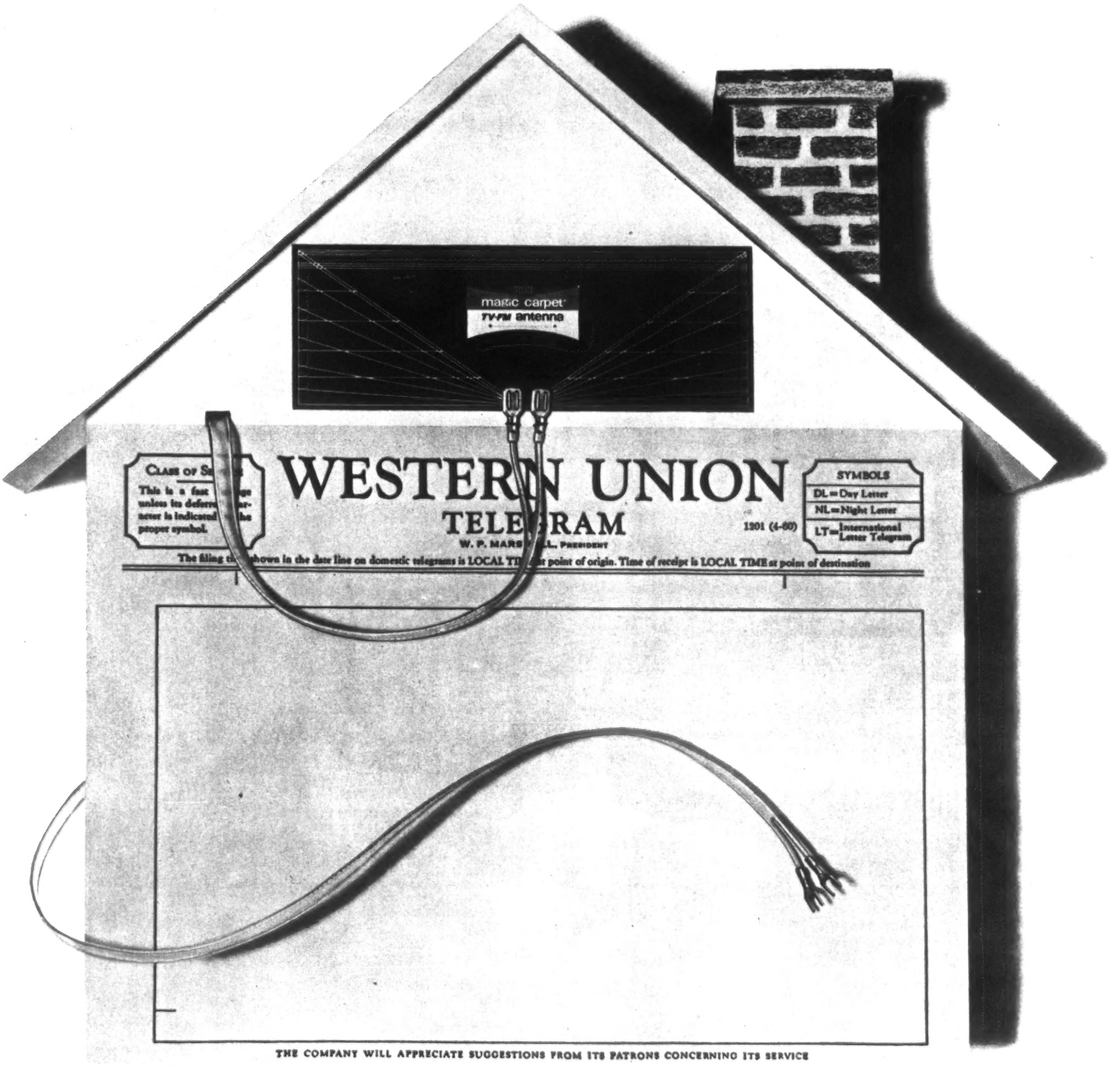

How a new TV antenna clicked for Jerrold Electronics ...with Telegrams-For-Promotion

A good promotion demands the right message delivered in the right way at the right time.

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How about an imaginative use of Telegrams-For-Promotion for your next sales push? Write a sizzling sales message, then hand it to us with your list of sales reps, wholesalers, customers, or prospects. We'll do the rest!

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Available Market Data—Industrial

To secure copies of data listed, use the return cards

8023. *Land and Water Freight.*

8024. *Packaging Equipment.*

8025. *Who Buys More Equipment Here?*

A report on equipment purchasing in the chemical process industries, based on three major research projects. Issued by *Chemical Week.*

8026. *29 Chemical Manufacturers Survey.*

A booklet issued by *Chemical Week* covers buying influences in the process industries, based on a survey of 29 companies.

8027. *Market for Ethyl Alcohol and Ethyl Chloride.*

A booklet published by *Chemical Week* deals with the markets for these two industrial chemicals, and includes production, domestic capacities, output and end-use patterns.

8028. *Salt in the Chemical Process Industries.*

This report lists consumption by classes of consuming industries and types of salt sold. It also discusses widening markets and lists the names of companies, plant site selections and new sites producing salt. Issued by *Chemical Week.*

8029. *101 Equipment Manufacturers Survey.*

A survey of 4,098 salesmen representing 101 different manufacturers of machinery and supplies sold to the chemical process industries covers buying influences and relative importance of each. Issued by *Chemical Week.*

THE TIMES-ARGUS DELIVERS #1 CIRCULATION IN VERMONT'S #1 FAMILY MARKET

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* Sales Management figures

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8030. *Market for Textile Bags.*

A data sheet issued by *Chemical Week* shows annual distribution of textile bags and a list of chemical process products that can be packed in textile bags.

8031. *Fibre Drums in the Chemical Process Industries.*

Over-all industry output with end-use patterns (by industries), applications by products and major trends in usage are compiled in a boooklet issued by *Chemical Week.*

8032. *Chemical Process Industries —a Market for Cans.*

A 15-page booklet issued by *Chemical Week* provides detailed data and market outlooks by industry branches for metal cans used in the chemical process field.

8033. *Plastic Pipe.*

A 47-page booklet issued by *Chemical Week* itemizes all types of plastics used in pipe in chemical process plants, and discussed advantages by type, limitations and applications. Included are factors in plastic pipe selection, comparison of costs and projections of future markets.

8034. *Chemical Specialties.*

A 60-page booklet issued by *Chemical Week* defines the chemical specialties market for the manufacturer of equipment, raw materials and packaging supplies, stressing specific branches of the industry showing most promising potential.

8035. *Fork Lift Trucks & Tractor Shovels in the Chemical Process Industries.*

This study shows the extent of use, materials handling applications, source of purchase, types of power employed, attachments used, sizes, number and dollar volume purchased and importance of buying influences in the market. Published by *Chemical Week.*

8036. *Process Control Systems in the Chemical Process Industries.*

A 21-page booklet issued by *Chemical Week* deals with the extent of use and types of process control systems used throughout the market. It includes comparisons between pneumatic, electrical and or electronic or combinations, the type considered better in terms of specific characteristics, the amount spent on systems, differences in cost by types of system, kinds of job functions in type selection and equipment.

8051. *Soft Drink Bottlers.*

A booklet describing trends in the soft drink bottling industry, including use of one-way bottles and cans, is available from the *National Bottlers' Gazette.*

8052. *Problems of Sales Contact.*

The relationship between buying influence and salesmen's calls at a plant, based on research at Century Electric and Yale & Towne, is contained in a brochure from *Factory.*

8053. *How to Sell the Concrete Industry.*

This folder presents percentile distribution of readers of the *Journal of the American Concrete Institute* as to employer, occupation and primary responsibility, plus a listing of equipment, tools and materials purchased by the industry.

8054. *Sales Development in the Manufacturing Industries.*

Factory has issued a booklet describing roles played by plant management men as members of the operations team, the skills and tools they use, and buying activities of *Factory* readers.

8055. *The Railroad Market.*

A 16-page report on the railroad market, including size of markets, trends, buying practices and testing procedures, is offered by the *Pocket List of Railroad Officials.*

8056. *Profile on Broadcasting Industry.*

A report of a study of the am, fm and tv equipment market, also covering purchasing channels, plans for remodeling and new construction, is available from *Broadcast Engineering.*

8057. *Appliance Forecasts for 1961.*

Metal Products Manufacturing has issued an eight-page reprint forecasting factory sales of all gas and electric appliances and vending machines for 1961.

8058. *Market Analysis of Offset Plants.*

A state-by-state summary of the number of graphic arts plants that have added offset presses from 1951 to 1960, plus a 1960 compilation of plants with offset platemaking equipment is available from *Graphic Arts Monthly.*

8059. *Market Analysis of the Graphic Arts Industry.*

An analysis of total number of plants in the graphic arts industry, on a state-by-state basis, is offered by *Graphic Arts Monthly.*

8060. *Evaluating the Metalworking Market.*

How metalworking has grown in number of plants, employes, gross sales volume, capital equipment expenditures and electric energy consumed is covered in a booklet from *Steel.*

8061. *Tool Steelmakers Shoot for New Markets.*

A 16-page *Steel* reprint, reporting on the tool steel industry, including where the new markets will be, plus purchasing information, is available from the publication.

8062. *Financial Analysis of the Steel Industry.*

Annual financial report on the steel industry, including rated ingot capacity of companies, ingot production and steel operating rates, is offered by *Steel.*

8063. *Steel Industry Capacities.*

A report listing all steel producing and steel finishing facilities in the U.S., with their rated capacities, is available from *Steel.*

8064. *What Metalworking Expects in 1961.*

A reprint issued by *Steel* covers 700 metalworking managers and what they expect in production and sales for 1961.

8065. *Metalworking Facts & Figures.*

A reprint published by *Steel* covers production, prices, earnings and materials consumption, shipments and other aspects of the metalworking market.

8066. *Electric Motor Study.*

A booklet published by *Steel* details the 50 major four-digit SIC classifications that purchase original equipment for electric motors, with data grouped on a four-digit basis to show trends and requirements.

8067. *Tool & Die Steel Study.*

A booklet outlining the quantitative requirements expected in the applications and use of all forms of tool and die steel has been issued by *Steel.*

8068. *Metalworking Markets Map.*

A four-color wall map and chart showing concentration of metalworking employment in the U.S. is offered by *Steel.*

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for the large volume of market data. All of the usual features will be back in their regular places next week.

8069. *Biscuit & Cracker Baking Industry.*

The biscuit and cracker baking industry and related snack foods market, including annual volume and consolidated information on companies in the industry, are surveyed in a booklet issued by *Biscuit & Cracker Baker.*

8070. *In-Plant Food Management.*

A booklet issued by *Inplant Food Management* reports on establishments, their expenditures for food, number of servings and vending machines.

8071. *Plastics Processors.*

A study of plastics processor readers of *Plastics Technology* reports job title and income, purchases of raw materials, addition of new products and changes in processing techniques.

8072. *Contractors Equipment Market.*

A study among readers of *Land & Water Contracting*, including equipment owned, work done and purchases planned is offered by the publication.

8091. *Construction Boom.*

A folder evaluating the anticipated 1961 market in Illinois, Indiana, Ohio, Kentucky and eastern Missouri for industries serving heavy construction and public works fields, includes tabular listing, by state and category, of estimated construction dollar outlays. It is offered by *Construction Digest.*

8092. *Building Specialties & Home Improvement.*

An eight-page report of a dealer survey showing interest in specific products, comparing sales volume and net profit, and showing increase or decrease of sales of individual items, number of years in business, number of salesmen and the number who do contracting, is available from *Building Specialties & Home Improvement Dealer.*

8093. *1961 Building Forecast.*

Architectural Forum offers a reprint of its forecast of 1961 construction outlays, grouped by building type and public vs. private spending. It includes an analysis of prospects for commercial, industrial and institutional buildings.

8094. *Rebuilding Old Buildings.*

Reprint of an article on the business of building modernization, including current outlays by building types and a tabulation of construction activity in five cities, comparing spending for new building and rebuilding, has been published by *Architectural Forum.*

8095. *Ten-Year Construction Forecast.*

A ten-year forecast of construction, including an interim analysis of 1964 building activity by dollar volume, plus tabulation of outlays by types of buildings, private vs. public spending and cumulative totals for the decade, is included in an article reprint from *Architectural Forum.*

8096. *Building Statistics.*

A six-page portfolio of color charts showing the size of the construction industry, pattern of performance over the past 30 years, its relationship with other industries and its growing importance in the U.S. economy, is offered by *Architectural Forum.*

8097. *Rural Electrification Market.*

The market provided by the 987 rural electric utilities for apparatus and equipment, plus electric appliance market, is outlined in a booklet from *Rural Electrification.*

8098. *Oil Drilling-Producing Industry.*

World Oil offers a 36-page brochure containing long-range market outlook for the oil exploration, drilling-producing industry, including data on wells drilled, footage drilled and equipment used, plus key buying personnel.

8099. *Hydrocarbon Processing Industry.*

A listing of oil, gas and petrochemical plants, data on equipment and usage, purchasing patterns and long range outlook for the hydrocarbon processing industry are covered in a 42-page brochure available from *Petroleum Refiner.*

8100. *Oil & Gas Pipe Line Industry.*

A 40-page brochure from *Pipe Line Industry* lists pipe line companies and their U.S. mileage, pipe line contractors, capital expenditures, equipment used, industry buying practices and long range outlook.

8101. *Energy Consumption.*

A brochure from *Independent Petroleum Monthly* contains energy consumption compared with national income of 11 countries and estimated growth of energy requirements in the U.S. in 1968.

8102. *Oil Producing by State.*

Oil producing by state, plus cumulative U.S. totals, covering drilling, discovery, development, production and value, are reported in a 90-page booklet published annually in July by *Independent Petroleum Monthly.*

8103. *Metalworking in the West.*

The metalworking industry in 13 western states, including growth in plants, metalworking employment and value added by manufacture, are covered in a reprint from *Western Metalworking.*

8104. *Western Metalworking Market.*

A four-page folder from *Western Metalworking* contains a chart comparing the metalworking industry in the West with the U.S. industry in value added by manufacture, plus population comparisons.

8105. *Buying Power in Pulp & Paper Mills.*

Paper Mill News, in a four-page report, covers buying power for machinery, equipment and supplies in pulp and paper mills, based on an industry survey. Charts show ranking of buying power by job title.

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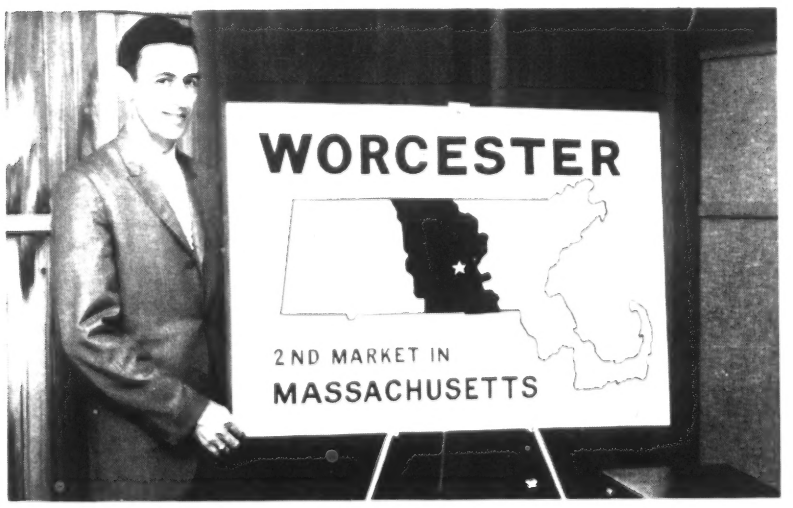

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The Evening Gazette

SUNDAY TELEGRAM

Owners of Radio Stations WTAG and WTAG-FM

Available Market Data—Industrial

To secure copies of data listed, use the return cards

8106. *Pulp & Paper Manufacturing.*

The size and scope of the pulp and paper manufacturing market, plus a breakdown of the industry structure, buying power pattern and buying procedures, are highlighted in a brochure from *Paper Mill News.*

8107. *Telephone Industry.*

A 16-page report by *Telephone Engineer & Management* covers improvement and expansion programs of the U.S. telephone industry for 1959, 1960 and 1961, including 17 tables giving allocation of spending plans by states for telephone outside plant, station equipment, central office equipment, land and building, plus other industry data on growth, revenue and plant investment.

8117. *Chemical Process Industries.*

"The Critical Time," a 36-page booklet issued by *Industrial & Engineering Chemistry*, features a five-year analysis of chemical process industry capital expenditures and buying trends and patterns, and delineates the role of development departments in specifying equipment and materials.

8118. *Research Market.*

A 12-page booklet outlines the scope of the $14 billion research market and breaks down spending by government, industry and foundations. From *Analytical Chemistry.*

8119. *Changing Industrial Market.*

A 34-sheet booklet from *Fortune* presents the U.S. industrial market today and shows changes over the years in the number of producers and areas of manufacturing concentration.

8120. *Rock Products Estimates.*

A 16-page booklet by *Rock Products* attempts to bring into focus trends in various segments of the industry and gives production estimates.

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8121. *Pumps in Rock Products Field.*

Rock Products presents a two-sheet report estimating pump inventories and market potential in the non-metallic minerals industry.

8122. *Screen Market in Rock Products Industry.*

A two-sheet report by *Rock Products* gives manufacturers an estimate of the distribution of screens in its field. The market is projected to 1964.

8123. *Dump Trailers.*

The market for dump trailers in the crushed stone, sand and gravel industries is estimated in this two-page report by *Rock Products.*

8124. *Tractor Shovels.*

A report on the market for tractor shovels in the rock products industry, with size of units and their distribution, comes from *Rock Products.*

8125. *Dust Control.*

A five-page study of the usage and market for dust control equipment in the rock products industry estimates the market to 1970. From *Rock Products.*

8126. *Market for Steel in Rock Products Field.*

"Buying and specifying" market for steel in the rock products industry is the subject of a five-page report by *Rock Products.*

8127. *Market for Dozers.*

Rock Products presents a two-sheet report on the market for dozers in the rock products industry with estimated inventory totals and market estimates and projections to 1964.

8128. *Concrete Products.*

A 12-page booklet from *Concrete Products* describes the concrete products industry and projects its production.

8129. *Trucks for Concrete.*

A four-page report on the truck market in the concrete products industry, presenting estimated inventory totals and projecting the market to 1965, comes from *Concrete Products.*

8130. *Autoclaving Market.*

The market for autoclaving equipment in the concrete products industry is surveyed in a two-page study by *Concrete Products.*

8131. *Concrete Form Oils.*

Concrete Products explores the market for concrete form oils and release agents in its industry in this two-sheet survey.

8132. *Batch Plants.*

Batch plants in the ready mixed concrete industry are surveyed in a two-sheet report by *Concrete Products.* It includes the market estimate and projection to 1964.

8133. *Market for Transit Mixers.*

Usage of transit mixers and the market in the concrete products industry are covered in a two-sheet report by *Concrete Products.*

8134. *Lift Trucks in Concrete Products Field.*

A study by *Concrete Products* surveys the market for lift trucks in its industry and projects future sales.

8136. *Blueprint for Construction Equipment Market.*

A 16-page booklet from *Construction Equipment Magazine* delineates ownership patterns of more than 100 types of construction machinery. Based on 2,000 survey returns, it includes scales for determining the number of machines owned per employment or population group.

8137. *Survey of Specifiers, Specification Objects.*

Special Report No. 6 from *Actual Specifying Engineer* is a survey showing types of installations for which consulting engineers have made mechanical specifications in the past two years.

8138. *Specifying Field.*

Media file on *Actual Specifying Engineer* covers the estimated $5 billion market in which purchases are not "bought" but specified. Heating, ventilating, air conditioning, electrical, piping and plumbing. Size of the market, what products fit the market and who does the specifying are included.

8139. *Selling to Specifying Engineers.*

A 10-page booklet issued by *Actual Specifying Engineer* explains the role of electrical and mechanical engineers in construction field purchasing.

8140. *Valve and Insulation Survey.*

Newsletter No. 10 from *Actual Specifying Engineer* presents results of a valve and insulation specifying survey, including actual brands, conducted among consulting engineers and engineers with architects.

Use Return Cards in Requesting Data

(See Pages 55-56.)

8141. *Lighting Survey Report.*

Newsletter No. 11 from *Actual Specifying Engineer* deals with a survey on lighting specifications made by consulting and specifying engineers. Results show brand preferences of these engineers.

8142. *Cranes and Shovels.*

A report to be issued May 30 by *Rock Products* will give an estimate of the distribution of cranes and shovels in the rock products industry. Breakdown by unit size and engine type and market projections to 1965 will be included.

8145. *Food Processing Industries —1954-1958.*

This 12-page booklet covers the food processing field, including number of establishments, employes, capital expenditures, value added by manufacture and value of shipments. Published by *Food Processing.*

8146. *Long Term Trends in the Food Industry.*

A booklet issued by *Food Business* shows postwar trends in production, capital expenditures, consumer expenditures and packaging materials in the food and beverage industries.

8147. *Chemical Processing Industries—Long Term Trends 1947-1959.*

This 22-page booklet includes charts of the Federal Reserve Board indexes of production and BDSA-SEC new plant and equipment expenditures for principal chemical and chemical processing industries. Figures are projected through 1965. Compiled by *Chemical Processing.*

8148. *Chemical Processing Industries.*

This 36-page booklet issued by *Chemical Processing* shows the number of plants, employes, value added by manufacture, and new capital expenditures for principal chemical and chemical processing industries, by four-digit SIC industries.

8149. *Printing Production's Market Folder.*

This folder contains statistical information on the printing industry's 16 SIC classifications by plant size, employes by plant size, value added by plant size, value of shipments and production employes by location, number of plants and value of shipments. Issued by *Printing Production.*

8150. *People Who Buy Paper.*

A booklet issued by *Printing Production* deals with printing paper buying influence by job function in printing plants, as reported by printing paper salesmen.

8151. *Brand Recognition in the Electronic Original Equipment Market.*

This 120-page booklet covers a study of product acceptance and recognition among design engineers in 88 product categories of the electronic original equipment market. The booklet, issued by Hayden Publishing Co., is free to advertisers and agencies in the electronic industry.

8152. *Horsepower on the Inland Waterways.*

This sheet contains an analysis of propulsive power used by commercial craft on the nation's rivers and intracoastal canals, showing the number of vessels with diesel, gasoline or steam main engines. The crafts are divided into 10 horsepower categories, ranging from below 100 h.p. to more than 3,000 h.p. Issued by *The Waterways Journal.*

8153. *Plastic Processor & Volume Manufacturing User.*

A listing of materials, equipment and supplies bought by the plastics processing and design/user market is included in a booklet issued by Lake Publishing Corp., Libertyville, Ill.

8154. *Aircraft & Missiles' 1960-'61 Market.*

This booklet describes the size of the aerospace market in terms of dollar volume; what the market buys, how it buys, who buys and how to sell to them. Published by *Aircraft & Missiles.*

8155. *Weapon System Concept.*

This booklet describes the complexities of the weapon system concept of procurement in the aerospace industries. Included are methods by which the buying teams go about purchasing an item and a description of the job responsibilities of the executives who make up the buying teams. Issued by *Aircraft & Missiles.*

8156. *Who Makes Decisions to Buy in Business.*

This 10-page booklet contains profiles of the average top manager in larger U.S. businesses. It includes averages for age, years with company, annual earnings, days traveling out of town and per cent of stock ownership in company. It also lists specific major buying decisions for 22 products or services in the preceding 12 months. Published by *Management Methods.*

8157. *How to Identify Your Best Business Customers.*

This booklet analyzes the U.S. business market, including profitable and unprofitable segments. It discusses relationship of company size to past and future buying and expansion programs. Compiled by *Management Methods.*

8158. *What Management Says About Air Freight.*

This 12-page report deals with business management's attitude toward use of air freight services; reasons they offer for and against such use, and products shipped. Issued by *Management Methods.*

8166. *AEC Power Reactor Program.*

A three-page report on the $2 billion, ten-year power reactor program of the Atomic Energy Commission includes tables showing how funds will be allocated and the proposed construction schedule, and is available from *Nucleonics.*

8167. *248 Mwe Pressurized Water Reactor.*

Report on a design study of a 248 Mwe pressurized water reactor includes estimated cost breakdown, specifications and listing of components and materials, and is offered by *Nucleonics.*

8168. *The Four Laundry Markets.*

A folder from *Cleaning Laundry World* discusses the division of the laundry market into its four components.

8169. *Dry Cleaning Market.*

Number of dry cleaning plants with and without laundry facilities, and laundries with dry cleaning departments, are covered in a brochure from *Cleaning Laundry World.*

8170. *Midwest Manufacturing.*

A brochure comparing the per cent of manufacturers in various categories in seven Midwest states to the remainder of the country is

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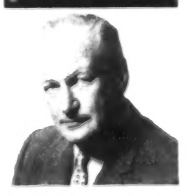


BUSINESS WEEK, A McGraw-Hill Magazine

Available Market Data—Industrial

To secure copies of data listed, use the return cards

offered by *Midwest Manufacturing*.

8171. *Electric Light & Power Forecast.*
An annual forecast reprint reports on the electric utility industry's past performance, present position and outlook, including budgeted new construction expenditures for 1961, and is available from *Electric Light & Power*.

8172. *Electric Utility Market.*
Key growth factors for the electric power industry, including estimates of the market for electrical and mechanical equipment required by the utilities for system expansion programs during the decade, are reported in a booklet from *Electric Light & Power*.

8173. *Public Utility Expenditures.*
An eight-page reprint reports survey results showing which public utility officers control capital expenditures above $500, and is offered by *Public Utilities Fortnightly*.

8174. *Industrial Packaging.*
A brochure from *Industrial Packaging* analyzes the specialized industries which comprise the industrial packaging market, the products and service it buys, and what determines the specifications of these products and services.

8175. *Consumer Packaging.*
The specialized industries which comprise the consumer packaging market, the products and services it buys, and what determines their specifications, are covered in a brochure from *Consumer Packaging*.

8176. *Plastic Piping & Valves.*
A study of the uses of plastic piping and plastic valves for handling corrosive materials in the chemical and process industries in covered in a 16-page report from *Plant Engineering*.

8177. *Vibration Control Pads.*
A study of the uses and brand preferences of machinery mounts to control vibration is contained in a five-page report by *Plant Engineering*.

8178. *Electrical Products Brand Preference.*
A series of individual reports covering brand preferences of 79 types of electrical distribution equipment, wire and cable, lighting equipment and such miscellaneous products as communications systems, electrical clock systems, electronic tubes and batteries is available from *Plant Engineering*. Requests should indicate areas of interest.

8179. *Hand Tool Study.*
A study showing use of, purchasing responsibility for and brand preferences of hand tools for each of several trades has been published by *Plant Engineering*.

8180. *Steam Control Equipment.*
Plant Engineering offers a 19-page report showing use of and purchasing responsibility for six types of steam control equipment.

8181. *Water Treatment Survey.*
A 15-page report showing methods and chemicals used in industrial water treatment is available from *Plant Engineering*.

8182. *The Power Engineer.*
Interviews with 18 power engineers in diversified industries, reporting on functions and equipment responsibilities, are covered in a booklet from *Power Engineering*.

8183. *Automation in the Power Field.*
A report from *Power Engineering* presents results of an investigation among top executives of electric utility companies on their estimation of the future of automation in the industry.

8184. *Electrical Products Brand Preferences.*
This booklet, showing brand preferences in 37 types of electrical equipment in the power engineering field, is available from *Power Engineering*.

8185. *Furniture & Bedding Manufacturing.*
A statistical background of the ten SIC classifications comprising the furniture and fixtures industry, showing dollar volumes, cost of material, number and location of plants, list of products used in manufacture, etc., is offered by *Furniture Design & Manufacturing*.

8186. *Industrial Construction Market.*
A booklet on the industrial construction market covers buyers and specifiers who govern the market, their source of product selection and opportunities for manufacturers serving this market, and is available from Sweet's Catalog Service.

8187. *Light Construction Market.*
A booklet from Sweet's Catalog Service shows the amount of home building being done in the U. S., data on builders, and a table showing buying influences of persons connected with the light construction market.

8188. *The Rubber Market.*
Expected growth in several categories of the rubber industry (synthetic, natural, processing materials, etc.) is highlighted on a chart from *Rubber World*.

Buying Influences
A series of data sheets issued by *Purchasing Week* covers a survey showing the degree of buying influence of five types of executives—management, purchasing, production, maintenance and design. Included is the per cent of each type of executive that specifies or recommends the type of product to be purchased, recommends the manufacturer by name and selects the manufacturer by name in the purchase of the following types of products:

8206. *Fabricated Parts and Assemblies.*

8207. *Chemicals.*

8208. *Plastics (Rod, Sheet, Tube, Etc.).*

8209. *Metals.*

8210. *Business Machines (Typewriters, Calculators, Duplicating Machines, Etc.).*

8211. *Office Furniture.*

8212. *Safety Products.*

8213. *Packaging Materials and Packages.*

8214. *Shipping Containers (Cartons, Bags, Boxes, Drums, Etc.).*

8215. *Lamps (Incandescent, Fluorescent).*

8216. *Hoist and Slings.*

8217. *Lift Trucks.*

8218. *Cutting Tools.*

8219. *Grinding Wheels.*

8220. *Portable Power Tools.*

8221. *Hand Tools.*

8222. *Pumps.*

8223. *Fasteners.*

8224. *Electronic Components.*

8225. *Electrical Controls.*

8226. *Electric Wire, Cable and Conduit.*

8227. *Electric Motors.*

8228. *Pipe, Valves, Fittings.*

8229. *Power Transmission Equipment.*

8230. *Bearings.*

8231. *Metal Building Products*
A seven-page report on the growing use of metal products in the building industry, broken down by product category, and information on supply sources, is offered by *Practical Builder*.

8232. *Water Sewage Systems.*
Sources of water supply, type of pipe used for underground water service, specification of type and brand of equipment, installation, purchasing procedure and other information is included in a brochure from *Practical Builder*.

8233. *Builder Panel Reports.*
Practical Builder's current Builder Panel Report (No. 8) analyzes building, business and operating statistics of builders, data on housing starts, land development, financing, prices and remodeling Each quarterly report also contains a section on one segment of the building industry—use of building components; electrical, plumbing, heating and cooling equipment; windows and glazing; etc.

8234. *Machine Tool Sales.*
A folder showing distribution of machine tool shipments by state and region, and geographical distribution by cutting and non-cutting types, is offered by *Machinery*.

8235. *Metalworking Buying.*
The relative importance of engineering, manufacturing and purchasing executives in the selection of ferrous and non-ferrous metals, plus such ingredients as nickel and chromium, are reported for the metalworking field by *Machinery*.

8236. *Air Conditioning, Heating & Ventilating.*
A study by *Air Conditioning, Heating & Ventilating* among its readers, broken down into six job categories, shows how much of their work time they spend in various facets of their occupation.

8237. *Specifying & Buying of Air Conditioning, Heating & Ventilating Equipment.*
The functions of consulting engineer, building owner's engineer, architect and contractor in specifying equipment for air conditioning, heating, ventilating and related services is described in a brochure from *Air Conditioning, Heating & Ventilating*.

8238. *NAHB Builder Survey.*
A 44-page booklet covering the home builder, homes built, financing, subcontracting, designing, regional differences, construction methods, etc., is available from the NAHB *Journal of Homebuilding*.

8239. *Electric Space Heating Survey.*
A survey of electrical contractors shows present product uses and preferences for electric space heating equipment, and is offered by *Electrical Construction & Maintenance*.

8240. *Water & Sewage Treatment Data.*
Water and sewage utilities in small communities, including equipment and supply needs, are covered in a brochure announcing *Water & Wastes Digest*.

8241. *International Mine Market.*
A booklet showing number of mines, some leading projects, names and addresses of key operations in South America, Free World uranium sources and other information on the world mine market is available from *World Mining*.

8242. *Public Works New Equipment Expenditures.*
A data sheet from *Public Works* shows the amount spent for new equipment in Alabama, Iowa, Minnesota, Ohio and Washington, including an average per county.

8243. *Public Works Construction Needs 1959-1980.*
U. S. construction needs for water and sewage works from 1959 to 1980, based on government statistics, is shown in a bulletin from *Public Works*.

8244. *County Expenditures for Highways.*
Returns from a questionnaire to counties in five key states tell money spent for new highway construction and maintenance, and is available from *Public Works*.

8245. *Public Works Market for Trucks.*
Number of state, county and municipal trucks registered, plus projections on future needs, is contained in a bulletin from *Public Works*.

8246. *Grass Planting on the Interstate Highway System.*
A bulletin from *Public Works* shows areas to be seeded along the Interstate Highway System, and estimates the market for new mowing machines, tractors, seed, etc.

8247. *Industrial Electronic Distributors.*
Number of industrial electronic distributors, number with various percentages of industrial business, and number who sell to non-electronic end-users, is contained on a sheet from *Industrial Electronic Engineering & Maintenance*.

8248. *'Industrial Electronic Engineering & Maintenance' Analysis.*
Highlights of a paid subscriber statistical analysis by *Industrial Electronic Engineering & Maintenance*, includes SIC breakdown showing electronic interest in various industries and type of end-users.

8249. *Industrial Electronic Test Instruments.*
Number of units used per facility on various test instruments (voltmeters, oscilloscopes, generators, etc.), on a brand and model basis, including breakdown by company and occupational titles, is contained in a report from *Industrial Electronic Engineering & Maintenance*.

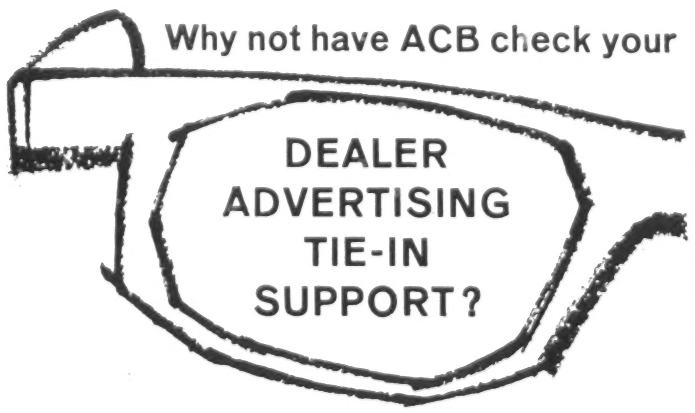
8250. *Electronic Products Use by Industry.*
This study from *Industrial Electronic Engineering & Maintenance* shows percentage of industrial electronic companies using and interested in 15 electronic products, including meters, gages and controls.

8251. *Component Replacement Practices in Industrial Electronic Maintenance.*
Study showing how frequently companies replace original components in industrial electronic equipment by another brand's equivalent component is available from *Industrial Electronic Engineering & Maintenance*.

8252. *Market for Semiconductor Devices Among Users of Industrial Electronic Equipment.*
Industrial Electronic Engineering & Maintenance reports on types of equipment, number of semiconductors and dollar volume used for specifically designed equipment replacement applications.

8253. *Aviation & Space Markets.*
Aviation Week & Space Technology offers a compilation of reprints detailing various segments of its market (missiles, military, air transport, etc.), including specifications and budgets.

Electronic Products Sales.
Data sheets from *Electronics* re-



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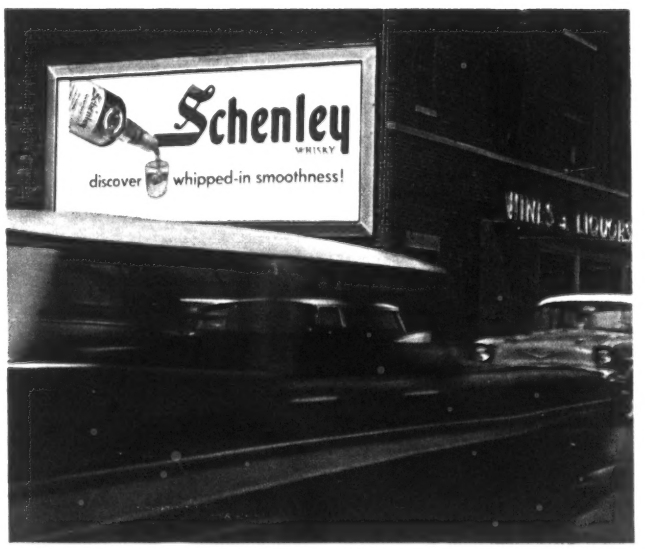

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Available Market Data—Industrial

To secure copies of data listed, use the return cards

port on sales of various products in the electronics field, plus discussion of the future sales, and are available for the following categories:

8254. *Diodes, Rectifiers & Miscellaneous Semiconductors.*

8255. *Special Purpose Tubes.*

8256. *Land Mobile Radio.*

8257. *Tantalum Capacitors.*

8258. *Transistors.*

8259. *Resistors.*

8260. *Color Television.*

8261. *Test Instruments.*

8262. *Printed Circuit Boards.*

8263. *Static Relays.*

8264. *Consumer Electronics.*

8265. *Military Electronics.*

8266. *Industrial Electronics.*

Electronics Sales Outlook.

Reprints of marketing articles in *Electronics*, covering sales and future outlook, are available in the following categories:

8267. *Computer Sales.*

8268. *Silicon Control Rectifiers.*

8269. *Nuclear Instrumentation.*

8270. *Delay Lines.*

8271. *Electronics Manufacturers' Representatives.*

A survey on electronics manufacturers' representatives shows facilities, source of business, territories covered, size of sales force, types of lines sought, sales changes, etc., and is offered by *Electronics*.

8272. *Electronics Market & Media File.*

A looseleaf binder containing an analysis of the electronics market growth vs. U.S. growth, details on the four segments of the market, buying influences, etc., is available from *Electronics*.

8273. *The Space Market.*

A brochure containing information on expenditures of the National Aeronautics & Space Administration and the Air Force research and development program is offered by *Aviation Week & Space Technology*.

8274. *Builders Other Builders Follow.*

A booklet issued by *House & Home* gives house production and sale prices, features which leading builders include and expect to include in their houses, timing of product decisions, etc.

8275. *The Design Engineer in OEM/Metalworking Industries.*

A 40-page booklet issued by *Design News* reports on the design engineer in OEM/metalworking industries—his administrative responsibilities, the components and materials he specifies, his buying influences.

8276. *Fertilizer Manufacturing & Handling Equipment.*

A 37-page study of 119 fertilizer manufacturers in the U.S., showing ownership, types of fertilizer produced, use of equipment and supplies and 1961 buying intentions is offered by *Croplife*.

8277. *School Buses.*

A folder from *School Bus Transportation* shows number of school buses registered, built and in operation, annual expenditures, miles traveled, number of pupils transported, gasoline and tire consumption.

8278. *The Municipal Market.*

An eight-page booklet showing market buying procedures of local governments, plus statistics on growth of municipalities, is offered by *American City*.

8279. *Integral Motor Study.*

A survey of electrical contractors, plant electrical men and electrical consultants shows type and brand preferences for integral motors, and is available from *Electrical Construction & Maintenance*.

8306. *Market Review of Appliance & Fabricated Metal Products Field.*

Sales of many types of major and small appliances and other fabricated metal products such as plumbing ware and steel kitchen cabinets for the years 1954 through 1960 are listed in this statistical report issued by *Metal Products Manufacturing*.

8307. *Eye for a Billion Dollar Market.*

Horse and cattle ownership, trucks and cars owned, feed used and the average income of readers of *Western Horseman* are listed in this folder.

8308. *Consulting Engineers' Specification Practices.*

This reprint is based on a survey of consulting engineering firms, covering types of specifications written and who is actually responsible for products specified. Issued by *Heating, Piping & Air Conditioning*.

8309. *Quick Picture of Heating, Piping & Air Conditioning.*

This 20-page booklet explain the market served and product used in the commercial-industrial-large building heating, piping and air conditioning field. It also tells how and by whom the equipment is specified and bought. Issued by *Heating, Piping & Air Conditioning*.

8311. *Air Conditioning: Infant with Future.*

This five-page reprint predicts potential sales in the air conditioning field in such areas as industrial plants, hospitals, stores, commercial office buildings and private homes. Issued by *Heating, Piping & Air Conditioning*.

8312. *A 1960 12-City Study of Distribution Covering Winter Air Conditioning & Warm Air Heating.*

A survey of key air conditioning dealers in 12 major markets, dealing with sales and installations, percentage of gross income invested in advertising and sales promotion, and types of heating fuels sold. Issued by *American Artisan*.

8313. *Portable Electric Tools in Warm Air Heating-Central Summer Air Conditioning-Sheet Metal Contracting.*

A four-page study which covers interviews with key dealers and contractors in four major markets with regard to their ownership and buying habits of portable electric tools, and brands handled. Issued by *American Artisan*.

8314. *Powered Shop Tools.*

A three-page report issued by *American Artisan* deals with ownership of powered shop tools by key sheet metal contractors in four major markets.

8315. *Central Warm Air Heating Equipment—1915-1959.*

A four-page report issued by *American Artisan* contains yearly shipments of warm air heating units and related equipment from 1915 through 1959.

8316. *A 1960 Study of Distribution Covering Sheet Metal Contracting.*

A 20-page market study covering the business activities of sheet metal contractors in 12 U. S. cities. It includes types of work they perform and annual tonnages of sheet metal used. Issued by *American Artisan*.

8317. *Central Residential Summer Air Conditioning.*

A 24-page survey of warm air heating dealer-contractors and wholesalers in 12 major cities includes lines handled, percentage of income from summer air conditioning work, number of dealers and dealer mortality. Issued by *American Artisan*.

8318. *The Home Modernizing Market.*

A summary of 1959 home improvement expenditures made under the Federal Housing Administration, by type and dollar volume. It covers nearly 1,100,000 property improvement loans totaling nearly $1 billion. Issued by *American Builder*.

8319. *Electric Heat.*

A folder published by *American Builder* covers acceptance of electric heat for new and remodeled homes, total number of residential customers and the number of homes equipped with electric heat as reported by 114 utility companies in various geographic areas of the U. S.

8320. *Ceramic Tile.*

A five-page booklet issued by *American Builder* covers ceramic tile used in "custom" and "for sale" homes, type of tile used in various rooms, who picks the kinds of tile used, brands of tile purchased, and whom tile is purchased from.

8321. *Flooring Survey.*

This five-page survey summarizes preferences of 773 buildings for flooring and floor coverings for different rooms in homes, and for commercial, institutional and other buildings, by type of room and type of building. Issued by *American Builder*.

8322. *Markets on the Move in the '60s.*

This 40-page booklet analyzes the prospects for the building market in the 1960s, listing the areas of growth and trends in the various segments of the industry. It covers the money spent for residential and non-residential construction; buying influences for home appliances and fixtures; estimates of selected materials and equipment used in 1,250,000 single-family homes in 1959; and money invested for remodeling of residential and non-residential buildings. Issued by *American Builder*.

8323. *Change in Building Today.*

Factors of change in today's building industry are outlined in a 36-page survey issued by *American Builder*, covering the growth pattern for building in 100 metropolitan areas; the number of new home starts in 1959 and 1960; characteristics of builders including size of company, years of experience and construction dollar volume; non-residential dollar volume and home remodeling dollar volume.

8324. *Go Where the Money Is.*

This booklet surveys 5,695 builders and their 1960 volume of light construction and anticipated 1961 production of new one-family homes, by geographic areas and by various size groups of builders. Issued by *American Builder*.

8325. *1960 Installation of Diesel-Electric Motive Power.*

This 10-page booklet includes locomotive units installed on American railroads during 1960, grouped by types and horsepower classifications. Issued by *Railway Age*.

8326. *In-Plant Graphic Arts & Reproduction Market.*

This two-page report contains figures on the total number of photocopying machines sold in the U. S. and the combined dollar volume of machine and supplies sales. Issued by *The Office*.

8327. *Time Saver Guide to Marine Markets and Media.*

This booklet covers the marine business outlook for 1961, volume of merchant and naval construction under way and long range prospects. Issued by *Marine Engineering Log*.

8328. *1961 Data Digest.*

This 34-page loose leaf folder reports developments in merchant and naval shipbuilding, and includes past, present and long range shipbuilding programs, estimated costs of vessels under construction, and vital buying influences in the marine industry. Issued by *Marine Engineering Log*.

8330. *$12,500,000 Marine Cordage Market.*

This six-page report on the annual merchant marine market for manila and synthetic cordage gives types and number of vessels involved, estimated annual dollar requirements for all cordage and estimated annual dollar requirements for mooring and towing lines. Issued by *Marine Engineering Log*.

8331. *The Great Natural Gas Industry.*

A description and count of the types of gas companies that make up the gas industry market, their facilities and functions, and a projection of gas industry growth through 1970. Issued by *Gas*.

8332. *14th Annual Report of Gas Industry Construction Projects.*

A report on budgets of 220 gas companies for construction of new facilities in 1961 for gas distribution, gas transmission, storage and peak shaving, production and gathering, transportation and construction equipment and other items. Budgets are broken down by categories for each of the companies. Issued by *Gas*.

8333. *Construction Industry Survey #5.*

This nine-page survey of some 359 public works engineers contains types of construction projects which will be undertaken during 1961; influences on the buying of materials, equipment and services; and kinds of construction equipment and materials installed and office equipment that the engineers anticipate buying this year. Issued by American Society of Civil Engineers.

8334. *Printing Market.*

This folder on the printing and lithographic field includes business prospects for the next 12 months, and the planned purchases of press equipment, composing room equipment, platemaking equipment, bindery equipment and printing paper. Issued by *Inland and American Printer and Lithographer*.

8335. *The Industrial Maintenance/-Plant Operation Market.*

This booklet describes the market for in-plant equipment, tools and supplies used in the maintenance and operation of all types of industrial plants, and includes such data as a marketing map; SIC breakdown of 23 basic industries; products and services purchased; functions of plant maintenance/-operation executives; buying habits and companies advertising to this market. Issued by *Industrial Maintenance & Plant Operation*.

8336. *Maintenance Market for Electronic Equipment.*

This survey of 2,000 maintenance/plant operation executives describes their role in the purchase and specification of in-plant electronic equipment replacement. It includes percentage of plants using electronic equipment; products requiring replacement, titles of buying and specifying executives, and total market figures. Issued by *Industrial Maintenance & Plant Operation*.

8337. *Data Processing Market.*

This data sheet contains number of electronic computers sold, how much money was spent for them and the number of persons employed in the data processing field. Issued by *The Office*.

8338. *Electrical Contractors and Wholesalers.*

This sheet lists a state-by-state breakdown of the number of qualified electrical contractors and wholesalers, and total U.S. employing contractors. Issued by *Contractors' Electrical Equipment*.

8339. *1961 Swimming Pool Industry.*

This booklet lists the number of swimming pools built in 1960, cost of these pools, a breakdown of the total number of pools by geographic areas, growth of pools by types, anticipated market for 1961 and equipment used in new pools. Issued by *Swimming Pool Age*.

8340. *Western Building and Construction.*

This folder gives a county-by-county breakdown in 13 western states for building permit dollar volume as of Jan. 1, 1961; an analysis of types of construction; a translation of the residential permits into volume of materials, and contract awards for heavy engineered construction in the states. Issued by Pacific Builder & Engineer Inc.

8341. *How to Build Facts into Profits.*

This survey of market research in the food-beverage industry discloses how fact-finding is organized for better strategic planning, how much is spent on it and what management must do to maximize the benefits. Issued by *Food Engineering*.

8342. *Dial-a-Market.*

This calculator disk covers 66 different products and tells the number of readers interested in each type of product. It is divided into two basic market groups—original equipment market and industrial application market. Issued by *Electrical Equipment*.

8343. *Profile of the Industrial Electronic Market.*

This booklet on the industrial electronic market, analyzed by 21 SIC classifications, deals with the number of plants using the various industrial electronic products, size groups of plants using these products, and a forecast on the size of the market by 1970. Issued by *Industrial Electronics*.

8344. *The Industrial Electronic Market—Market & Media Facts.*

This booklet deals with the monetary size of the industrial electronic market, type of products involved, who buys or specifies the products, present use of industrial electronics equipment and number of service technicians employed. Issued by *Industrial Electronics*.

8345. *Market Study of Electrical*

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Data Source: Sales Management's 1960 Copyrighted Survey

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Available Market Data—Industrial

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Products Used by Electrical Manufacturers.

This booklet deals with the electrical electronic products used in the original equipment market and industrial application market, covering 66 different products in such categories as components, motors, wire and cable, control devices and systems, and instruments. Issued by *Electrical Equipment.*

8346. *Survey of Electronic Original Equipment Manufacturers.*

This booklet analyzes the electronic original equipment market, including dollar figures on the amount of purchases of 37 different products, geographic analysis by number of plants within each state using specific products, geographic analysis of design activity, analysis of design activities by 13 industry groups, and data on how the field buys and uses various electronic components, wire and cable, motors, basic material and instruments. Issued by *Electronic Equipment Engineering.*

8347. *Buying Power in the* 1960s.

This new report deals with buying power among plants in the fine ceramics and heavy clay products industries—how much they plan to buy during 1961, division of expenditures for materials, equipment, machinery, laboratory equipment, parts and supplies. Issued by *Ceramic Data Book.*

8348. *Report on Construction Market—North Carolina, Virginia, West Virginia.*

This booklet contains detailed lists of proposed construction projects in the states of North Carolina, Virginia and West Virginia as supplied by federal, state and local government agencies and by private industry. Issued by Construction Publishing Co.

8349. *Production & Sales Automotive Manufacturing Markets.*

This report contains annual motor vehicle factory sales from 1900-1960; and shipment figures on internal combustion engines, construction machinery, tractors and farm machines and equipment. Issued by *Automotive Industries.*

8350. *Consumption of Steel by Market Classification.*

This folder issued by *Automotive Industries* presents steel shipments to specific markets by grade and shape of steel for 1959.

8351. *Office Equipment Services & Modernization in the Insurance Industry.*

This survey deals with the types and amounts of office equipment services purchased by insurance companies of various sizes. Issued by *The Spectator.*

8352. *Company Presidents Predict Sales, Profits in '61.*

This report covers the forecasts of the food industry's top management personnel on the sales, profits, capital spending, advertising, technical research, market research and new product developments in the food field for 1961. Issued by *Food Engineering.*

8353. *Food-Plant Expenditure Survey.*

This survey gives the food industry's expenditures in 157 different product areas in 1953, and it projects the industry's expenditures in the same product areas for the five-year period, 1958-1962. Issued by *Food Engineering.*

8354. *Railroad Industry as a Market.*

This booklet contains gross capital expenditures of Class 1 railroads in 1959 and 1960; materials and supplies bought by railroads in 1959; total operating revenues, employes, and equipment in service. Issued by *Modern Railroads.*

8400. *U.S. Air Force Market.*

This folder includes data about the U.S. Air Force market, such as amounts spent for aircraft, missiles and electronic systems. Published by the Air Force Assn.

8401. *Who Buys Freight Transportation?*

An analysis of responsibility for freight transportation purchases by title and function in 1,232 shipper companies is available in this report from *Traffic World.*

8402. *Transportation Management Analysis.*

This study shows the influence of the transportation management group on the national transportation policy, company transportation policies, and such activities as packaging, materials handling, public warehousing, plant site selection and freight vehicles and equipment. From *Traffic World.*

8403. *Highway Vehicles Leasing and Ownership by Industrial (Shipper) Companies.*

This report offers an investigation of 1,400 firms concerning the operation of their highway fleets, including automobiles, straight trucks, tractors, trailers and other vehicles. Published by *Traffic World.*

8404. *What Governs Railroads' Special Equipment Purchases?*

For this report presidents and management executives of 34 Class I railroads were asked about the factors governing acquisition of special purpose rail equipment, and the "chain of command" that informs management on customers' equipment requirements. From *Traffic World.*

8406. *Piggyback and Containerization—Still 'Experimental'?*

The proportion of shipper companies making use of piggyback transportation or the numerous containerization systems are contained in this report, which shows volume of shipments, size of annual bills of 300 major shipper companies. Published by *Traffic World.*

8407. *Common Carrier Advertising Handbook.*

Data furnished by industrial traffic executives is analyzed for this book to provide information needs, buying procedures and interests related to central responsibility for setting company transportation policy and purchasing transportation. Free to advertisers and agencies only from *Traffic World.*

8408. *$8.9 Billion—Federal Government's Estimate of Transportation Expenditures in Fiscal Year* 1962.

Detailed audit of the federal budget for the coming year includes figures for all items related directly or indirectly to the purchase, provision, promotion, development and regulation of transportation by the federal government. Offered by *Traffic World.*

8409. *Purchases of Materials Handling Equipment Used in Freight Operations.*

A survey conducted by *Traffic World* among 369 industrial companies indicates the extent of participation of industrial traffic executives in the planning, specification and purchase of materials handling equipment used for handling freight and for loading and unloading vehicles.

8410. *Purchases of Containers, Strapping, Scales, Addressing and Marking Equipment and Shipping Room Supplies by Industrial Traffic Departments.*

This report analyzes the influence and responsibility of industrial traffic departments in the purchase of shipping containers, cushioning and other industrial packaging items in 297 shipper companies. Published by *Traffic World.*

8411. *Buying and Use of Punched Cards, Punched Tape and Magnetic Tape.*

Controllers and data processing executives were surveyed for this report on the identity by title of the executive responsible for the purchase of data processing supplies. Also tells of automation plans for the future. Available from *Management & Business Automation.*

8413. *Materials Selection Practices.*

The materials selection practices in 100 hardgoods and original equipment manufacturing companies was studied by means of depth interviews for this report. Organization, departments titles and individual backgrounds are included. Available from *Materials in Design Engineering.*

8414. *Market and Media Facts.*

This brochure analyzes basic markets for engineering materials, forms and finishes. It includes information on the men who select and specify for product design and manufacture, and the types of technical and economic facts they need. From *Materials in Design Engineering.*

8415. *Ferrous and Nonferrous Castings Market.*

A report on markets for seven types of ferrous and eight types of nonferrous castings in U. S. original equipment and hardgoods manufacturing plants is offered by *Materials in Design Engineering.*

8416. *Fabricated Materials, Forms and Shapes Market.*

The market for castings, forgings, extrusions and other forms and shapes in U. S. original equipment and hardgoods manufacturing plants is the subject for this report prepared by *Materials in Design Engineering.* Data on 23 forms are classified by type of material and by SIC.

8417. *Nonferrous Metals, Forms and Shapes Market.*

This report on the market for 20 principal nonferrous metals in U. S. original equipment and hardgoods manufacturing plants includes information on the forms in which each metal is used by major SIC. Published by *Materials in Design Engineering.*

8418. *Irons and Steels Market.*

Irons and steels in a cross-section of U. S. original equipment and hardgoods manufacturing plants, including data on ten major types of irons and steels and the forms or shapes in which they are used within six major SIC is the subject for this report by *Materials in Design Engineering.*

8419. *21st Annual Report to the Contractor.*

This review of the previous year and outlook for the current period includes data on new wells, supply and demand, machinery sales, footage and rotary rigs in use. Available from *Drilling.*

8420. *Who Drills Wells?*

Drilling's annual survey of U. S. petroleum companies shows percentages of company wells drilled with company tools and those drilled by contractors.

8421. *Rig Census Report.*

This annual census of rotary rigs, active and idle, in the U. S. and Canada groups data geographically, and includes rig ownership, type of foundation, contractor and operator distribution, distribution of power and depth capabilities. Published by *Drilling.*

8422. 1961 *Market Analysis.*

Data on the market involved in drilling, completing and servicing functions is offered in this report which shows who buys equipment and services by job title and equipment or service type. From *Drilling.*

8423. *Office Equipment Demand in 307 U. S. Marketing Areas.*

Circulation concentration of major business and general magazines in 307 U. S. marketing areas are ranked by office equipment demand in this report from *Time.*

8424. *Air Conditioning, Heating & Refrigeration Original Equipment Manufacturers.*

This report describes the market for components, parts, supplies and equipment offered by manufacturers of air conditioning, heating and refrigeration unitary equipment. Published by *Air Conditioning, Heating & Refrigeration News.*

8425. *Report on White Rooms.*

This report gives data on the industries and products requiring white room treatment, the equipment and supplies utilized in them, and the marketing channels to follow in selling to this new market. Published by *Air Engineering.*

8426. *Market Survey.*

Petroleum & Chemical Transporter readers were surveyed for this report on the numbers of tank trucks of various kinds in industry, as well as data on buying habits.

8427. *Plans for New Plants and Equipment* (1961-1964).

Based on a survey of large companies in all business fields, this booklet determines plans for new plant and capital equipment in the U.S. and reveals growth potential for individual industries and the U.S. economy as a whole. From McGraw-Hill Publishing Co.

8428. *Men on the Move.*

This brochure, based on a 20-year analysis of business publication subscribers, reveals the high turnover rate among buying influences for industrial products and services. Published by McGraw-Hill Publishing Co.

8429. *Keys to Prosperity.*

A pocket-size booklet combining historical and current information on capital expenditures, research and development expenditures, and those forces shaping investment, such as capacity increases and proportion of investment for modernization vs. expansion, is available from McGraw-Hill Publishing Co.

8430. *Today's Multi-Billion Dollar Office Market.*

A study of the office market, including product growth, office population and buying influences is presented in this brochure by Geyer-McAllister Publications.

8431. *E&MJ Market File.*

Basic data on worldwide metal and nonmetallic mining industries are included in this folder, along with a description of *Engineering and Mining Journal's* service to this field.

8432. 1959 *Nonferrous Smelters & Refineries.*

This report lists by state locations, types and capacity of U.S. primary and secondary nonferrous smelters and refineries, together with an analysis by state of the various types. Offered by *Engineering and Mining Journal.* Request D. S. 9-303-1160.

8433. *Coal Age Market File.*

This file covers the coal mining market, including exports and imports, purchases and man-day output. Issued by *Coal Age.*

8434. 1959 *Coal Production by County.*

A folder showing 1959 coal tonnage and number of mines by county for all types of mining, deep, strip and auger mining, is arranged by total county tonnage in state. Offered by *Coal Age.*

8435. *Power Shovels and Draglines in Coal Mining.*

A survey by *Coal Age* reports on sizes of shovels and draglines in use in coal strip mines of three major states, by size of company or mine, with USBM data on all units in use in coal strip mines.

8436. *Auger Mining of Bituminous Coal.*

This sheet gives number and tonnage of auger mines, number of augers in use, etc., 1953-1958, with data by state for 1958. Issued by *Coal Age.*

8437. *Maintenance Market for Corrosion-Resistant Coatings.*

This report from *Maintenance* includes types of coatings used in manufacturing plants by annual consumption, trends in usage, consumption for maintenance and new construction, life expectancy, most popular colors, sources of purchase, types coming into greater use, and other pertinent information.

8438. *Maintenance Market for Cleaning Compounds.*

A report on cleaning compounds used in industry, by annual consumption; frequency of use in different plant facilities and production machinery; preference for types and most desirable features is offered by *Maintenance.*

8439. *Maintenance Market for Motor Controls.*

A study issued by *Maintenance* gives types of motor controls purchased for replacement; percentage of purchases by type; source of purchase; influence in specification of brand names; influence in decision on replacement or repair.

8440. *Woodworking Market for Portable Tools.*

A sample of readers of *Industrial Woodworking* were surveyed on ownership and recent purchase of portable electric and air tools. Data are presented by size of plant, types of plant and source of purchase.

8441. *Woodworking Market for Decorative Laminates.*

Industrial Woodworking subscribers furnished data on uses and annual consumption of decorative high-pressure laminates. Usage is summarized by type and size of plant, bases for selection of specific brands; types of equipment for application, and source.

8442. *Woodworking Market for Power Machinery.*

The number of 16 major machines owned by *Industrial Woodworking* subscribers is classified for this survey by type and size of plant; source of purchase; air operation; purchase of cylinders by type and size; number of motors and machinery belts recently replaced.

8443. *Woodworking Market for Manufactured Board & Dimension Stock.*

This report prepared by *Indus-*

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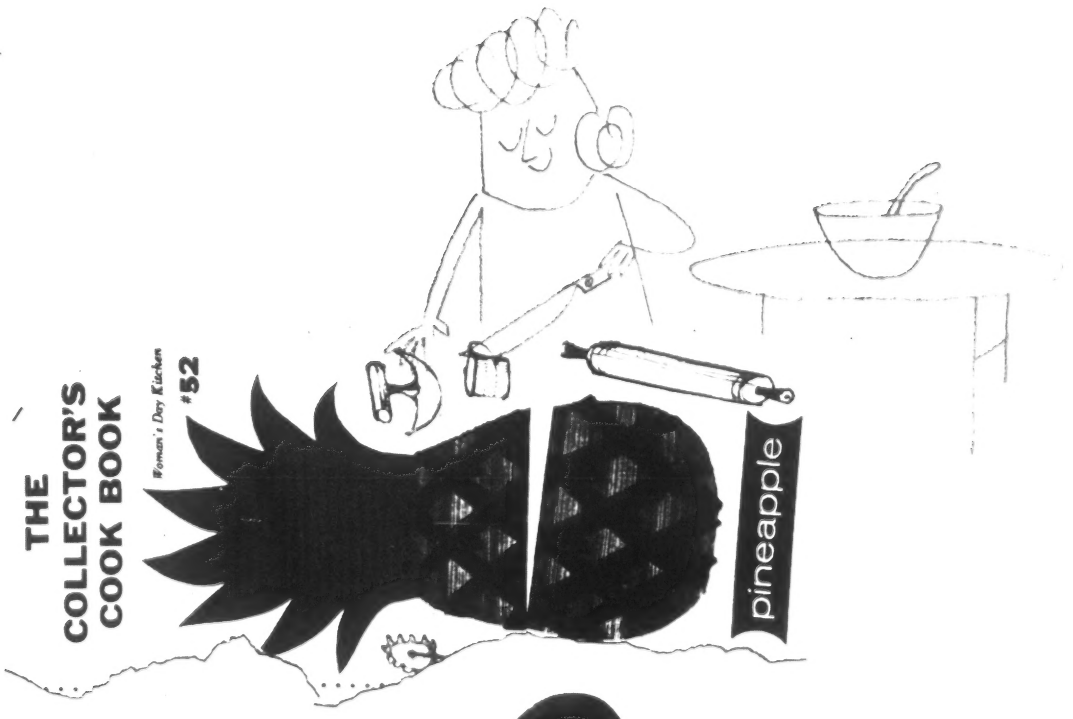
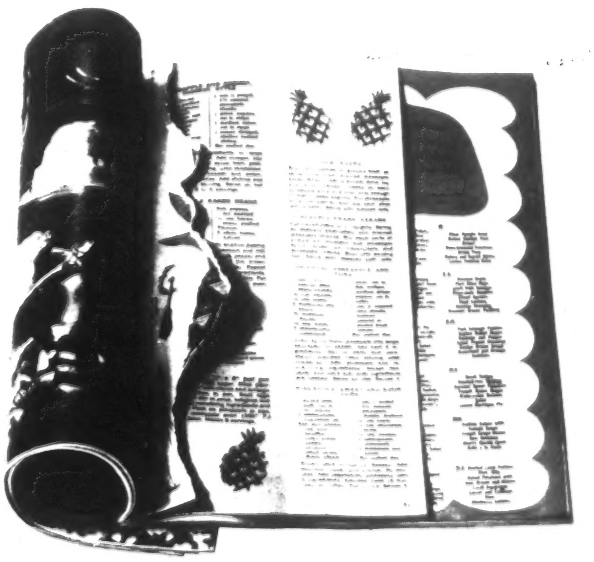


nothing moves a woman like an idea that's

tempting



And there's nothing more tempting to a woman than a food idea that's practical and easy to prepare. That's the secret of Woman's Day recipes. No fluff. No pie in the sky. Just page after page of fresh, stimulating, sensible ways to make meals come alive.

And this same sense of realism is found in every editorial department from home decoration to child guidance to fashion.

Successful idea? Since 1958, Woman's Day circulation nearly doubled, bouncing from 2,700,000 to 5,000,000 plus (more single copy sales than McCall's, Ladies' Home Journal, and Good Housekeeping combined!) Woman's Day – the smart way to tempt (and sell) 5,000,000 women every month.

The force of Realism in the womans service field

Woman's Day
A FAWCETT PUBLICATION

Available Market Data—Industrial

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trial Woodworking gives usage information by type of board and plywood for different size plants and different types of plants; uses of board and plywood; source of purchase, and annual consumption.

8444. *Woodworking Market for Adhesives.*
Industrial Woodworking offers this summary of the types, uses, and annual consumption of adhesives by type of plant and size of plant; source of purchase; purchase by brand name; quantities purchased; and types of gluing equipment in use.

8445. *Woodworking Market for Wood Finishes.*
Industrial Woodworking readers reported on uses, types and purchase trends of wood finishes by type and size of plant; source of purchase; purchase by brand name; methods of application and types of equipment for wood finishes and other related data.

8446. *Census of Brand Identity of Suppliers to the Appliance Manufacturing Market.*
A study of readers of *Appliance Manufacturer* measures brand identity of suppliers of all the components and materials bought and used in appliance design and manufacturing. Individual study data are available on each of 54 product categories.

8447. *Appliance Manufacturing Market for Fastening Products.*
A booklet describing the market represented by the appliance manufacturing industry for fasteners, including types consumed and buying influences in appliance manufacturing plants is offered by *Appliance Manufacturer*.

8448. *Appliance Manufacturing Market for Carbon and Stainless Steels.*
A set of sheets prepared by *Appliance Manufacturer* details the consumption of carbon and stainless steels by the appliance industry.

8449. *Appliance Market for Fractional Horsepower Motors.*
This booklet describes the type of electric motors bought and their specific applications in the design and production of appliance products. From *Appliance Manufacturer*.

8449. *Predicted Growth of the Appliance Industry.*
This sheet provides projections on the appliance market, and the predicted growth of the home appliance manufacturing industry. Published by *Appliance Manufacturer*.

8450. *Appliance Market for "Bat Type" Thermal Insulation.*
A data sheet giving applications and consumption figures for bat type thermal insulation used in appliance products is available from *Appliance Manufacturer*.

8451. *Appliance Market for Timer Products.*
The application and consumption of timer products in the appliance manufacturing industry, plus buying influences, is the information provided in this sheet from *Appliance Manufacturer*.

8452. *'61 Task: Volume with Profit.*
This annual report on trends in the construction business includes contract volume by type of construction; projects planned by state and type; projects under way. Also offers the 1961 outlook for the major heavy construction markets. From *Engineering News-Record*.

8453. *Building and Housing Techniques and Trends.*
A report and forecast of the 1961 outlook for housing, industrial, commercial and other building construction also includes major building projects under construction in 1961. Published by *Engineering News-Record*.

8454. *Transportation Techniques and Trends.*
This report and forecast of the 1961 outlook for highways, bridges, airports, rapid transit systems, railroads, waterways, pipelines and missile bases includes a list of major projects under construction. Reprinted from *Engineering News-Record*.

8455. *Pinpoint Selling in the Construction Market.*
The new Associated Construction Publications market data file gives dollar volume of construction by 14 regions served by these publications.

8456. *Water Resources Techniques and Trends.*
This is a report and forecast of the 1961 outlook for water supply. Dams, pollution control, sewage and waste disposal major river use and control projects are grouped by major drainage areas. Reprinted from *Engineering News-Record*.

8457. *Trends in the Building Construction Industry.*
A survey of building construction member firms of the Associated General Contractors of America provided this data on how the size of operation affects costs, profits, etc. Reprinted from *The Constructor*.

8458. *Constructor Survey.*
Data on the officials responsible for final decisions on purchase of equipment, materials and services are presented in this report from *The Constructor*.

8459. *Construction Review and Forecast.*
This forecast of construction volume for 1961, with estimates for various sectors of the industry is a reprint from *The Constructor*.

8460. *Growth of the Furniture Industry.*
A summary, in tabular form, of the value of furniture manufactured by states and regions, with comparisons for major categories of 1954 and 1958 figures. Reprinted from *Furniture Production*.

8461. *Metalworking Capital Appropriations.*
Data are grouped by three-digit SIC codes in this study based on a four-year report on the pattern of capital spending by 37 metalworking industries taken from quarterly surveys of the National Conference Board in 1957-60. From *Iron Age*.

8462. *How to Use "Steel Consumption" in Your Market Planning.*
This reprint from *Iron Age* gives consumption of six major steel products for the 15 states accounting for 85% of U.S. metalworking plants. Product consumption data are grouped by three-digit SIC codes.

8463. *Metalworking Markets for Specific Products.*
Individual analyses from *Iron Age's* 1958 "Census of Manufactures" show consumption of specific products, e.g., aluminum and aluminum-base alloy mill shapes and forms, ball and roller bearings, diesel and semi-diesel engines, etc.

8464. *Machine Tool Industry.*
Ownership of metal cutting machine tools, number of plants and production workers, and geographic breakdowns for this market are presented along with data on buying influences in this brochure by *Iron Age*.

8465. *Heat Treating.*
This presentation covers markets for heat treating equipment in metalworking. It shows where the buying units are, who the buyers of this equipment are, and how *Iron Age* serves buyers and sellers of heat treating equipment.

8466. *How Metalworking Buys.*
This is a summary of the National Analysts Buying Influence Studies of all major categories of products used in metalworking. Data are grouped by job title, primary function and multiple function. Statistics are given for all metalworking and major two-digit SIC subdivisions of metalworking. From *Iron Age*.

8467. *Marketing Map of Metalworking.*
A 23x35" color map offered by *Iron Age* pinpoints important plants and key metalworking areas. As a pictorial summary of Basic Metalworking Data it emphasizes the geographic concentration of metalworking plant employment in 1960.

8468. *Metalworking Marketing Data.*
A hard-bound, 334-page summary on metalworking plants with 20 or more workers presents figures by state, industrial areas, and nationally by two, three and four-digit SIC codes. Gives secondary producers in each four-digit group by industrial area, and on the plants in 36 types of metalworking operations. Published by *Iron Age*.

8469. *Water Supply and Sewage Disposal.*
This brochure from *Water & Sewage Works* indicates the scope of the sanitary engineering market and ties it in with the U.S. population trend.

8470. *Facts to Help You Sell Metalworking.*
American Machinist-Metalworking Manufacturing has prepared this brochure on the metalworking market; its volume and prospects, position in industry and the role of its management.

8471. *1961 Output of Metal Goods.*
An economic roundup of the metalworking industry for the past few years also includes projections through 1961. Reprinted from *American Machinist-Metalworking Manufacturing*.

8472. *Metalworking Market for Bearings.*
Data sheets from *American Machinist-Metalworking Manufacturing* show the needs and potential for bearings in the maintenance and original equipment market.

8473. *Metalworking Market for Presses.*
A folder from *American Machinist-Metalworking Manufacturing* gives data on the market, its potential and demand, and how presses are purchased. Also covers volume; outlook for spending, technological developments and inventories of current equipment.

8474. *Metalworking Market for Alloy Steels.*
This folder from *American Machinist-Metalworking Manufacturing* describes the market, its demands, advancements and purchasing habits, and covers users, consumption of shapes and forms by SIC and by area.

8475. *Metalworking Market for Electric Motors and Controls.*
This folder covers the general field of original equipment and replacement market by SIC, potential through technological development, needs of the industry, etc. From *American Machinist-Metalworking Manufacturing*.

8476. *Construction Machinery.*
This presentation covers contract awards, types of equipment in use and estimates for the future. Machinery sales are broken down individually, and design developments outlined. Published by *Product Engineering*.

8477. *Private Aircraft.*
Material from leading aircraft companies and government figures were used for this report on the future for this industry. Production figures and new design features are included. Published by *Product Engineering*.

8478. *Electrical Appliances, Radio, Television & Housewares Industry.*
A roundup of developments in this industry shows manufacturers sales and retail value, design innovations and projections for the future. From *Product Engineering*.

8479. *Automotive Industry—Buses, Trucks & Trailers.*
A report containing production figures, factors considered in purchasing, design developments and trends for the future, and projections for new purchases and replacements, is offered by *Product Engineering*.

8480. *Business Machines.*
This folder surveys computers, postage meters, typewriters, bank machines and duplicating equipment with dollar volume in each category. From *Product Engineering*.

8481. *Galvanized Sheet Steel.*
A breakdown of total shipments of galvanized sheet steel with consumption figures by individual markets and industries is presented along with industry changes and trends in this report from *Product Engineering*.

8482. *Hydraulics in the OEM.*
The use of hydraulics in the original equipment market, the increased trend to hydraulics and specific SIC groups in which hydraulics are employed, as well as areas of new development, are presented in a leaflet from *Product Engineering*.

8483. *Plastics.*
Analysis of the growth of the plastics industry is made in this presentation, with data on individual market areas and predictions for the '60s. Published by *Product Engineering*.

8484. *Powder Metallurgy.*
Information provided by the Metal Powder Industries Federation is used to give a breakdown of powder metal developments, with charts showing consumption of metal powders. From *Product Engineering*.

8485. *Railroad Industry.*
Railroad purchases are broken down by products and design trends are discussed in this report, which also tells of railroad officials predictions for the future. From *Product Engineering*.

8486. *Textile Industry.*
Rising capital expenditures and technological advances in the textile industry are presented in this report, with an analysis of the types of textile machinery in existence. From *Product Engineering*.

8487. *Vending Machines.*
Estimates of the number of vending machines in use, their sales and types of merchandise handled are included in this summary, with a discussion of new product developments and trends for the future. From *Product Engineering*.

8488. *Source of Supply Survey.*
A survey of buying preferences of electromechanical engineering readers shows what products are being bought in order of preference of manufacturer and percentage of design-engineering readers who buy or specify these products. Published by *Electromechanical Design*.

8526. *State-By-State: Textile Mills & Machinery.*
This folder contains a state-by-state breakdown of the number of spinning, weaving and knitting mills and synthetic fibre manufacturing plants in the U.S. Canadian totals also are included. Issued by *Textile Industries*.

8527. *South & Southwest Electric Utility Customers.*
These five sheets show the regional distribution of electric light and power industry customers in the U.S., updated to Jan. 1, 1961. Issued by *Electrical South*.

8528. *1961 Amusement Business.*
This 16-page booklet surveys the amusement field, including gross sales for 1960, attendance, average spending per customer, types of facilities, food and drink served, sources of income and operating expenses. Issued by Billboard Publishing Co.

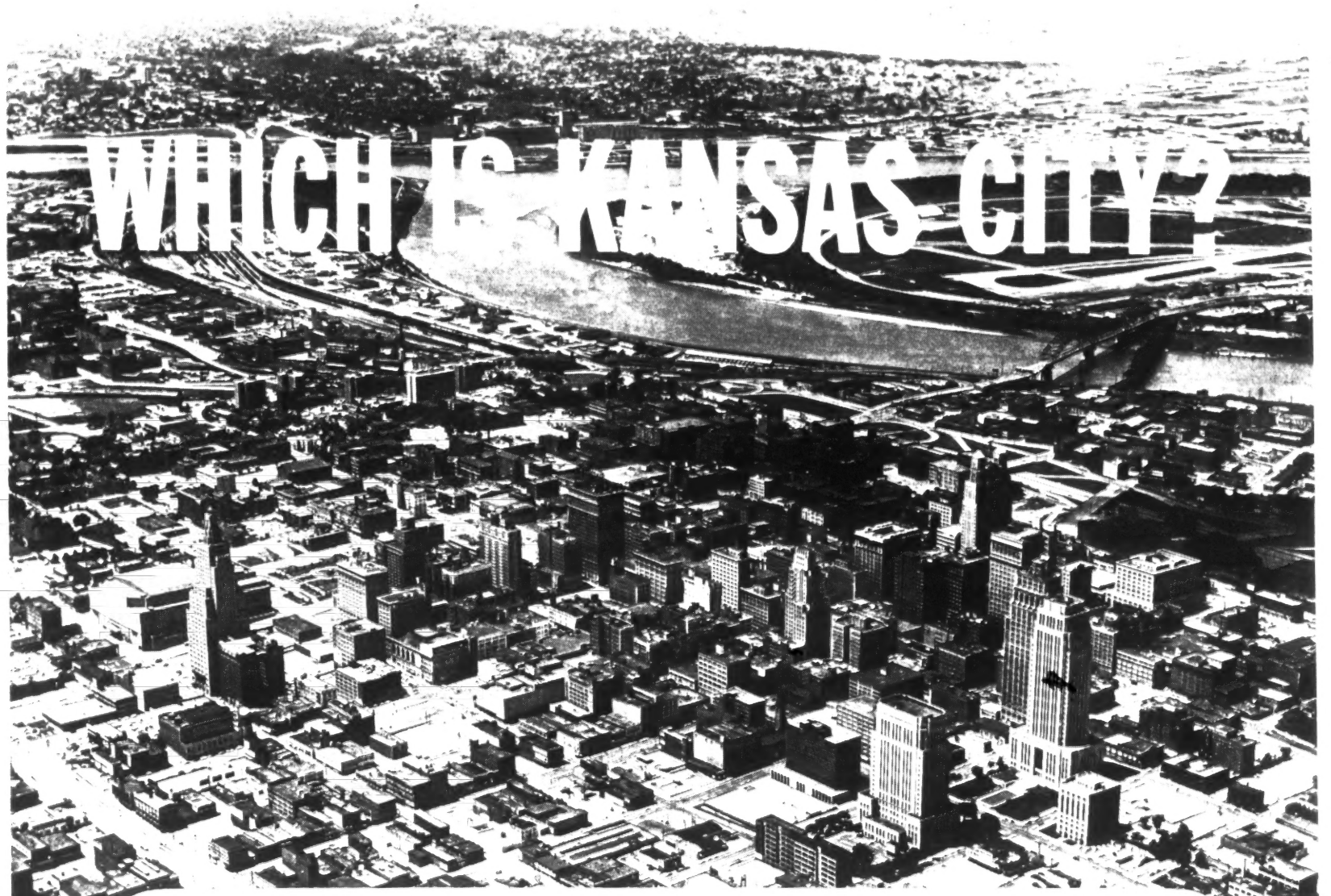
8529. *Buying Influence in Electric Utilities.*
Degree of buying influence, title, department affiliation and job function of 2,212 management (excluding purchasing agents), supervisory and engineering personnel in 168 private electric utility companies are contained in these two loose-leaf, bound brochures. The influence is analyzed for 21 different categories of generation, transmission, distribution and miscellaneous equipment. Issued by *Electrical World*.

8530. *The Boom at the Top.*
This booklet deals with the sales and profits, invested capital and diversity of interests of 32 major companies in the institutions field. Issued by *Institutions Magazine*.

8531. *Institutions Market for Floor, Ceiling & Wall Materials.*
This 12-page booklet lists the

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for the large volume of market data. All of the usual features will be back in their regular places next week.



YOU are looking at Kansas City, Missouri, and Kansas City, Kansas. To the eye, they are one and the same. From the air, on the ground, any way you travel, it's impossible to tell where one city begins and the other ends. ONE transportation system, ONE telephone system, ONE metropolitan shopping center, ONE major airport, ONE rail terminal serves both.

When you add the 500,539* population of Kansas City, Missouri, to the 121,901 population of Kansas City, Kansas, a city of 622,440 emerges . . . a city larger than Pittsburgh, Cincinnati, Minneapolis . . . close on the heels of New Orleans, Dallas, Boston! One of the 10 cities among the nation's 24 largest whose growth in the past decade exceeded 25%!

In the 4-county Kansas City metropolitan area of Jackson, Wyandotte, Johnson and Clay, more than ONE MILLION PERSONS reside. The Kansas City Star, rated by newspaper publishers one of the nation's ten best, provides profit-tested entry to this compact market, at the lowest open milline advertising rate in the U. S.

**475,539 population, U. S. 1960 Census, plus 25,000 since acquired by annexation.*

THE KANSAS CITY STAR

Available Market Data—Industrial

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relative amount of materials, such as floor, ceiling and wall materials, found in institutions for profit and non-profit institutions. It also gives a percentage of dominance by any particular material. Issued by *Institutions Magazine*.

8532. *Equipment Preference Study of Transmission & Distribution.*
This booklet contains results of a study conducted among transmission and distribution engineers, showing their brand preferences for many types of transmission and distribution equipment. Issued by *Electrical World*.

8533. *5th Nuclear Power Report.*
This 20-page reprint from *Electrical World* evaluates the present and planned construction of major reactors. It covers power reactors in operating and planning stages and civilian power projects and includes a map of U.S. nuclear power projects. Issued by *Electrical World*.

8534. *Construction Equipment.*
This booklet deals with construction equipment used in oil and gas pipelining, and in gas distribution. It lists type of equipment used, number of units and criteria for replacement of equipment. Issued by *Pipeline Engineer*.

8535. 1961 *Pipeline Construction Forecast.*
This booklet deals with the construction of new pipelines throughout the world, and material supplied by operating companies, broken down by crude products and gas lines and by name of company, miles to be constructed, sizes and locations of lines. Issued by *Pipeline Engineer*.

8536. *Insulated Wire and Cable in Electric Utility Industry.*
These sheets show the size of the market of the electric generation, transmission sub-stations, distribution circuit, street lighting wire and cable, and special wire and cable fields. Issued by *Electrical World*.

8537. *Electric Utility Construction Plans in the U.S. & Canada.*
This 48-page booklet is Part 1 of a report on electric utilities, and contains figures on budgets; construction expenditures; transmission and distribution outlays and construction; Canadian construction, and financial analysis of the over-all industry. Part 2 deals with planned capacity additions, sales, average use, revenue, production, capacity, fuel consumption, REA systems, electrical manufacturing and appliances. Issued by *Electrical World*.

8538. *Electrical Industry Forecast.*
This reprint includes construction budgets, economic outlook, peak loads and generating capability, plus forecasts for these categories through 1975. Issued by *Electrical World*.

8539. *Compact Car & Truck Fleet Operation in the Electric Utility Industry.*
Utilities presently using and planning purchases of compact cars, by make; car and truck fleets operated and annual purchases, and the reading preferences of utility men concerned with fleet operations are found in these six sheets issued by *Electrical World*.

8540. *Industrial Electrical Systems.*
This 48-page reprint describes the power system design practices of 60 large industrial companies, and it highlights the rapid development taking place in industrial power systems. Issued by *Electrical World*.

8541. *Electronic Data Processing.*
This booklet deals with 41 electric utilities either with computers in operation or planning to install them in the near future, and covers planned uses and present developments in computer operations by the utilities. Issued by *Electrical World*.

8556. *Attitudes of Electric Utility Companies Toward Electronic Data Processing.*
This booklet deals with what financial and accounting personnel of electric utilities want to know about the application of electronic data processing equipment to their companies, and extent of their present knowledge. Issued by *Electrical World*.

8542. *Equipment Preference Study of Street & Highway Lighting Equipment.*
This booklet lists brand preferences for such equipment as luminaries, ballasts, series constant current transformers, multiple photo electric relays, lamps and standards. Respondents were purchasing personnel with private electric utilities. Issued by *Electrical World*.

8543. *Fleets on the Move Toward Greater Utility.*
This reprint lists compact cars, line trucks and auxiliary mechanized equipment owned by electric utilities, operation and maintenance and depreciation and insurance costs, and forecasts on compact ownership by some large utility companies. Issued by *Electrical World*.

8544. *New Transmission Lines Authorized but Not Under Construction.*
This booklet lists, by company, the number of miles of high voltage transmission lines to be constructed in the near future and physical characteristics of the line. It deals with private, municipal and public projects. Issued by *Electrical World*.

8545. *Steam Station Cost Survey.*
Average busbar energy, construction and production costs, annual plant factor, utilization factor, predominant steam cycles, use of reheat, manpower requirements and auxiliary power requirements are covered in this reprint issued by *Electrical World*.

8546. *Electric Comfort Heating and Heat Pumps.*
This reprint lists views and expectations of electric utilities officials and equipment manufacturers on the progress to date and future development of electric house heating. It lists heating rates and revenue data. Issued by *Electrical World*.

8547. *Electric Utility Fleets.*
This booklet surveys ownership and mileage of fleet vehicles owned by electric utility companies, both public and private; average vehicles per fleet; trucks; tractors and trailers; passenger cars, and buying influences. Issued by *Electrical World*.

8548. *Small Systems Engineering.*
This reprint deals with electric systems with 30,000 customers or less, and covers standardization, job training, formulation of long and short-range plans, voltage change, and start-up costs. Issued by *Electrical World*.

8549. *Steam Station Design Survey.*
This reprint, which deals with significant details on design incorporated in 73 new plants, lists such things as unit size, computer use, boiler feed and generation voltage. Issued by *Electrical World*.

8550. *Electric Utilities and the Lighting Market.*
This booklet lists number of residential, commercial and industrial lighting customers; sales by lighting sources; buying influences and lighting programs in operation. Issued by *Electrical World*.

8576. *Lighting Fixture Survey.*
A booklet reporting on buying habits of electrical contractors when purchasing electric lighting fixtures is available from *Qualified Contractor*.

8577. *Electrical Construction Market.*
A brochure from *Qualified Contractor* gives figures on construction activity and electrical construction during 1959 and 1960, plus electrical construction forecasts.

8578. *Air Conditioning Study.*
A report on architects' specification practices and preferences in air conditioning equipment in 1960 is compared with reports for 1937, 1947 and 1952, in a booklet from *Architectural Record*.

8579. *Architect Activity.*
A study of the types of buildings designed by architects in a 12-month period, covering 1,160 architectural offices, is available in a booklet from *Architectural Record*.

8580. *Buying Influences in Architectural Offices.*
A study of architectural offices to determine who specifies and selects building products is offered by *Architectural Record*.

8581. *Construction Outlook for 1961.*
A reprint of F. W. Dodge Corp.'s annual preview of construction potentials, including estimates of dollar volume of construction contracts for residential and nonresidential building and physical volume of contracts for major building types, is offered by *Architectural Record*.

8582. *Timing of Building Product Decisions.*
A study from *Architectural Record* shows the stages of construction in which various building products are selected by type and brand.

8583. *Architect-Engineer Planned Work.*
A sheet showing percentage of total projects and dollar volume of major building types planned by architects and engineers during 1960 is available from *Architectural Record*.

8584. *Construction and Economic Outlook.*
A booklet containing the statement on construction, consumer spending and the general economic outlook for 1961 submitted to the congressional joint economic committee by George Cline Smith, vp and chief economist of F. W. Dodge Corp., is offered by *Architectural Record*. It estimates dollar volume of construction contracts and estimated physical volume of building contracts.

8585. *Building Business in the '60s.*
A ten-year look ahead in the building industry, including new construction activities, is available in a reprint from *Architectural Record*.

8586. *Contractors' Tools & Equipment Purchase Plans.*
A data sheet showing 1961 purchasing plans of building contractors for tools and equipment is offered by *Building Construction*.

8587. *Building Construction Market Forecast.*
A folder from *Building Construction* shows 1959 actual and 1960 and 1961 estimates of the building construction market, including non-residential, high-rise and multi-family buildings, and remodeling.

8588. *Construction Machinery Distributors Forecast.*
A leaflet summarizing a poll of 370 construction machinery distributors on their business expectations for 1961 is offered by *Contractors & Engineers*.

8589. *Water & Sewer Line Contractors Among Heavy Construction Companies.*
A survey among personnel who receive *Contractors & Engineers* provides an approximation of the percentage of highway and other heavy contractors that are in the water and sewer line construction phase of the industry.

8590. *Labor Usage in Highway Construction.*
A sheet with a breakdown of labor usage in highway construction, by occupation, is available from *Contractors & Engineers*.

8591. *Road Contracts in 1961.*
A three-page report on 50 state highway departments' anticipated level of 1961 road contract awards, including a table comparing expected '61 levels with 1960, is offered by *Contractors & Engineers*.

8592. *Construction Contractors Outlook.*
A booklet from *Contractors & Engineers* shows 1961 business expectations of 203 highway, heavy building and other heavy construction contractors.

8593. *Automotive Parts Buying by Heavy Construction Contractors.*
Purchasing practices of highway, heavy building and other heavy construction contractors for automotive lube filters, air filters and spark plugs, including brand ranking, are included in a 31-page report from *Contractors & Engineers*.

8594. *Electronic Industry Chart.*
A chart from *Electronic News* illustrates the major segments of the electronics industry, broken down by dollar volume for military, industrial and consumer markets.

8595. *Pipeline Construction Equipment Survey.*
A reprint showing types of equipment used and number of units in operation in gas distribution and construction of gas and oil pipelining, including criteria used by companies for equipment replacement (time, mileage, etc.), is offered by *American Gas Journal*.

8596. *Brewery Taxpaid Withdrawals, 1960.*
A tabulation of taxpaid withdrawals by top U.S. breweries in 1960 and 1959 is available from *Modern Brewery Age*.

8597. *Glass in the Chemical Processing Industry.*
Data on uses of glass and glass products in the chemical processing industry, and the glass industry as a consumer of chemicals, are offered in a booklet from *Chemical Engineering*.

8598. *Market for Chemicals in the Explosive Industry.*
Expenditures for chemicals and equipment in the explosives industry are contained in a booklet from *Chemical Engineering*.

8599. *Output of Chemical Process Industries.*
Value of output of the chemical process industries from 1947 to 1960, broken down into 18 industry segments, is contained on a sheet from *Chemical Engineering*.

8600. *Chemical Process Plants by County.*
A booklet from *Chemical Engineering* lists for each state the counties that contain three or more chemical process plants, plus number of employes.

8601. *Capital Spending in the Chemical Process Industry.*
A study showing capital spending in the chemical process industry for new plants and equipment from 1953 to 1960, plus planned spending in 1961, broken down by industry groups, is offered by *Chemical Engineering*.

8602. *Chemical Process Industries.*
Data on value of output, capital spending and research and development investments are included in a wrap-up of the chemical process industries, offered by *Chemical Engineering*.

8603. *Man-made Fibers.*
Chemical Engineering offers a breakdown of size and sales of the textile industry and consumption of man-made fibers, along with similar statistics for price history and production of synthetic fibers.

8604. *Use of Computers in the Chemical Process Industries.*
Use of computers in the chemical process industries, including type used and purposes, is contained in a report from *Chemical Engineering*.

8605. *Recognition of Mixing & Agitation Equipment in the Chemical Industries.*
A survey among *Chemical Engineering* subscribers reports on what companies they consider to be the leading manufacturers of mixing and agitation equipment, and which company they would consider first when planning purchases.

8607. *Toilet Goods Industry.*
A four-page analysis of the production of toilet goods shows geographical distribution of production, profile of the industry by plant size and channels of distribution, and is available from *American Perfumer*.

8608. *Electronic Component Shipments.*
Data sheets from *Electronic News* give shipments and dollar volume of various electronic components, including capacitors, crystals, relays, connectors, resistors, semiconductors, tubes and transformers.

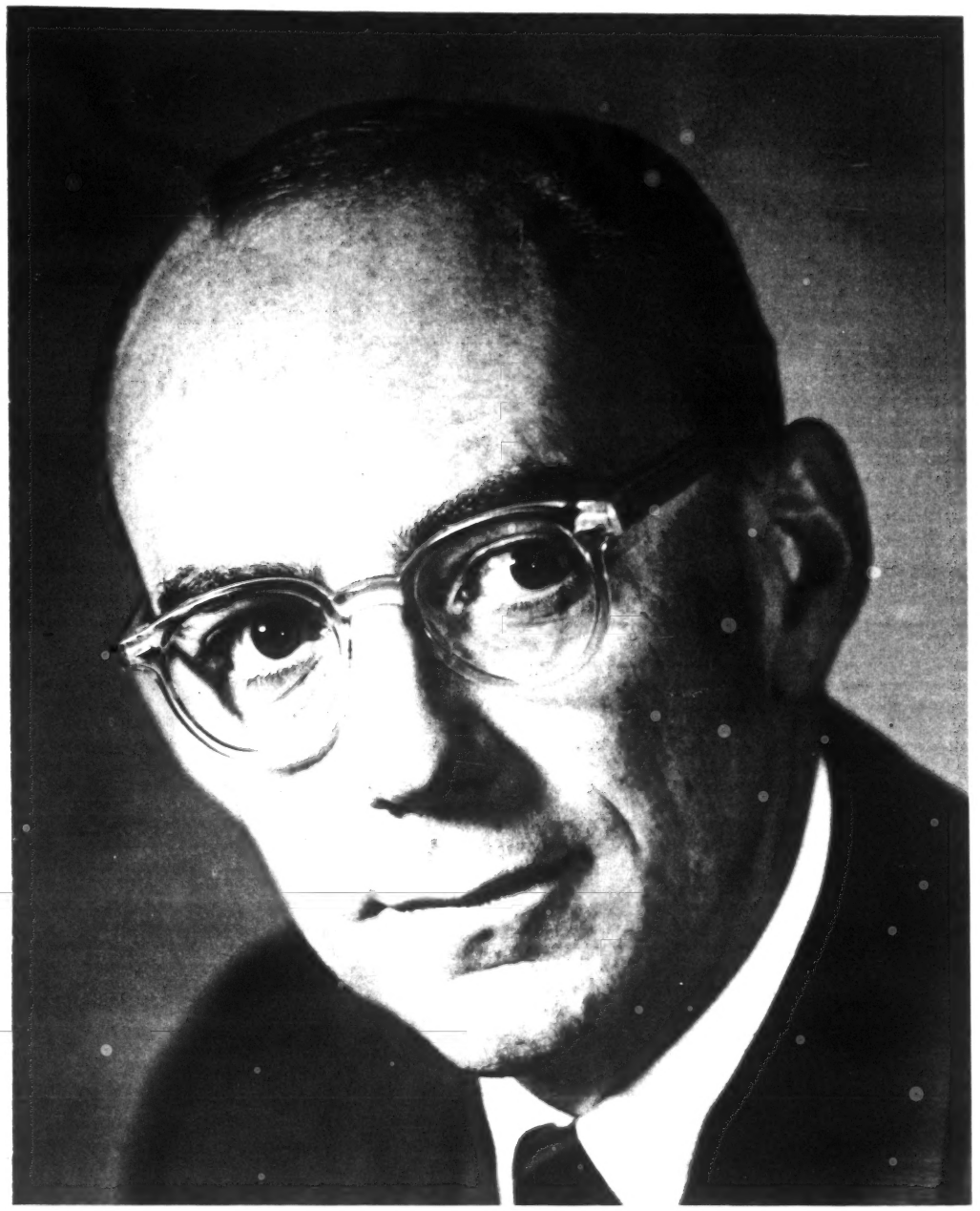
8609. *Biscuit, Crackers Data.*
A booklet issued by *Biscuit & Cracker Baker* includes employes, payroll, production workers, manhours, wages, value added by manufacture, value of shipments, capital expenditures and number of establishments in the industry.

8610. *The Chemical Specialist.*
A booklet issued by *Chemical & Engineering News* covers a personal interview survey of 400 chemical specialists, giving background, training, title, function and purchasing influence.

8611. *Primary Drilling at Open-Pit Mines.*
Number and types of drills used at open-pit metal and nonmetallic mines are presented in a sheet issued by *Engineering & Mining Journal*.

8612. *Lubricant Data.*
A mail survey netting 451 returns (15.4%) among chief manufacturing engineers details purchasing influence, product preferences and needs for improved lubricants. Issued by *Automation*.

8613. *Automation Market.*
Sales of various segments of the automation market in 1959 and



"As busy as the days may be, I always make time to read Advertising Age... and so, I note, do the others I work with at NL&B. It's the quickest and best way I know of to keep fully abreast of all vital advertising news."

"I always make time to read Ad Age"

says PAUL C. HARPER, Jr.
President
Needham, Louis and Brorby, Inc.

NL&B Mr. Harper represents a fine example of progress at a single agency, having joined Needham, Louis and Brorby, Inc. after his World War II service in the Marine Corps and advanced to the post of president within fifteen years. He succeeded Maurice H. Needham, who had been the agency's only president since its founding at Chicago in 1925.

A Yale University graduate, Mr. Harper started in the NL&B copywriting department. After several years in copy he served as Mr. Needham's assistant for two years. This was followed by a period as account executive and supervisor, during which he was elected a vice-president, a member of the board of directors and a member of the plans board. In March, 1958, Mr. Harper was named executive vice-president and chairman of the NL&B plans board; in November, 1960 (at 39), he assumed the agency's presidency. Mr. Harper's professional affiliations include the American Association of Advertising Agencies, of which he is a director. He also is vice-chairman of the 4A's Central Region.

Advertising Age

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Available Market Data—Industrial

To secure copies of data listed, use the return cards

1960 and projections for 1961 are included in a brochure issued by *Automation*.

8614. *What They're Saying about Automation.*

A booklet published by *Automation* includes expenditures for new plant and equipment quarterly for 1959 and 1960, by types of industry, and its relation to automation.

8615. *Look into Tomorrow.*

A reprint from *Automation* shows shifts and growth in the work force from 1946 to 1955 with projections into 1975, broken down by white collar and skilled, blue collar and laborers, service and farm, gives a general business forecast and shows how demand for goods is surpassing labor supply in growth, indicating a need for higher productivity.

8616. *Astrolog of Satellites.*

An "astrolog"—a reprint issued every other month by *Missiles & Rockets*—gives, in table form, the status of U.S. missile and space programs, including contractors for each, plus a list of all orbiting satellites and their vital statistics.

8617. *Airlines Buying Emphasis.*

A booklet issued by *Airlift* analyzes the role airlines play in purchasing, with separate breakdowns of airline specification procedures on original equipment, and overhaul and replacement of parts.

SOON TO BE PUBLISHED

8037. *Soft Drink Industry.*

A brochure to be issued in July by *National Bottlers' Gazette* will cover production and sales in the soft drink industry, including a breakdown of manufacturing plants and per capita consumption from 1950 through 1960.

8073. *The Bakery Market.*

A study of the bakery market, based on the 1958 Census of Manufacturers and subsequent reports from the Department of Commerce, plus industry trends, will be available in October from *Bakers Weekly*.

8189. *Heating, Ventilating and Air Conditioning Brand Preferences.*

Brand preferences of 57 types of heating, ventilating and air conditioning equipment used in industrial plants will be offered by *Plant Engineering* shortly after June 1.

8280. *Machine & Tool Market.*

A study of the machine and tool market, including definition of the market and four-digit SIC code breakdown in primary areas, measurement of the market by plants, employes, volume added, value of shipment and capital expenditures, will be available from *Machine & Tool Blue Book* next August.

8281. *Plant Management Market.*

Plant Management & Engineering will publish in August a study of the plant management market, showing market definition and four-digit SIC code breakdown in primary areas, plants, employes, volume added, value of shipments, capital expenditures and a measurement of the consumption of products.

8282. *Grinding & Finishing Market.*

Definition of market and four-digit SIC code breakdown of primary areas, plants, employes, volume added, value of shipments, capital expenditures and measurement of consumption of products in the grinding and finishing market will be available in August from *Grinding & Finishing*.

8283. *Cutting Tool Market.*

A study showing definition of market and four-digit SIC code breakdown of primary areas, plants, employes, volume added, value of shipments, capital expenditures and consumption of products will be published by *Cutting Tool Engineering* next August.

8284. *Woodworking Market.*

A study of the woodworking market showing definition of market and four-digit SIC breakdown of primary areas, plants, employes, volume added, value of shipments, capital expenditures and consumption of products will be offered next August by *Hitchcock's Wood Working Digest*.

8285. *Assembly & Fastener Design Market.*

A study of the assembly and fastener design market, available next August from *Assembly & Fastener Engineering*, will show definition of market and four-digit SIC code breakdown of primary areas, plants, employes, volume added, value of shipments, capital expenditures and consumption of products.

8286. *Metropolitan Transportation Market.*

A study of the metropolitan transportation market, showing definition of market, capital expenditures, employes, units in operation and consumption of products will be available next August from *Metropolitan Transportation*.

8355. *Cargo by Air and Truck.*

Slated for publication in November is a survey by *Shipping Management* dealing with the amount of cargo which goes by air, truck, rail and water, reasons for routing by particular type of carrier, etc.

8356. *Kitchen Appliances.*

A study to be issued July 1, by *American Builder* deals with the installation and specification of kitchen appliances, both in new and remodeled single-family homes. Some of the data is by size of builder and price of home.

8551. *Engineers' Specification Preferences.*

The preferences which design engineers show for various manufacturers and brand names when they specify components and materials will be listed in this study to be issued in September by Rogers Publishing Co. Data sheets on 177 product groups are included.

8552. *How to Advertise to the Entire Oil & Gas Industry.*

This file folder will survey current volume and projections on drilling; oil and gas production; pipelining; and transmission and hydrocarbon processing. It will be issued in July by Petroleum Engineer Publishing Co.

8553. *Oil/Products Pipelining & Gas Transmission Market.*

The ten-year record of pipeline mileage and miles of pipeline constructed of all types (through 1960) will be included in this file to be issued in July by *Pipeline Engineer*.

8554. *How to Advertise to the Hydrocarbon Process Industry.*

The ten-year (1950-1960) record of refining, gas processing and petrochemical plant capacity will be shown in this folder to be issued in July by *Petro/Chem Engineer*. Also included are 1962 projected capital expenditures for the field, by types of equipment and division of industry.

8555. *How to Advertise to the Oil & Gas Drilling, Producing Market.*

This folder, to be issued in July by Petroleum Engineer Publishing Co. will contain graphs showing the ten-year record of wells, footage, rigs, flowing wells, artificial lift wells and average daily crude production.

8606. *Gas Distribution Market.*

A folder with estimated 1961 gas distribution industry expenditures, broken down by product category, will be available from *American Gas Journal* in June.

8618. *Catholic Building & Maintenance Buying Authority.*

A 30-page booklet to be published next fall by *Catholic Building & Maintenance* will describe the buying authority in each type of Catholic institution, stressing the protocol for selling the various religious institutions and clergy. It will include a glossary of Catholic terms, titles and proper salutations.

8626. *Plastics Materials and Parts Market Survey.*

This report on the market for plastics materials and parts in the U.S. original equipment and hardgoods manufacturing industry covers 21 types of plastics in 16 different forms plus data on eight types of plastics forms, broken down by SIC. From *Materials in Design Engineering*, available in June.

8627. *Market Analysis - 1962.*

An explanation of drilling, completing and servicing functions, analysis of trends, listing of job titles and functions of those involved in drilling, completing and servicing oil wells, and a chart showing who buys equipment and services, grouped by job title and equipment or service type, make up this publication to be issued by *Drilling* in July.

8628. *Appliance Industry Trends.*

A discussion of current design and marketing trends in the appliance industry, including plant expansions and modernizations, and usage of various materials such as plastics, finishes and metallics, will be published by *Appliance Manufacturer* in June.

8629. *Use of Fuel and Lubricants by the Construction Industry.*

This study covers the uses of fuel and lubricants for construction equipment and trucks. It includes buying practices, brands purchased, lubricating practices and consumption of fuel and lubricants by all types of construction. Available in June, from *Engineering News-Record*.

8630. *Construction Volume Forecast.*

This revised forecast of construction volume for 1961 will include latest government and private statistics and latest estimates for various sectors of the industry. To be published in August by *The Constructor*.

8631. *The Metalworking Market for Fasteners.*

A brochure covering the needs and potential of the metalworking market for fasteners will be available from *American Machinist-Metalworking Manufacturing* in June.

OFFERED AT A PRICE

The following items are available at the price listed. Please send your requests for these items direct to the publisher, broadcaster or other type of company offering the material, at the address listed.

Modern Materials Handling in the Soft Drink Plant.

This study contains information on the various methods and equipment required in modern production lines in the soft drink industry; palletization systems; terminology, and bottle and case handling procedures. It may be obtained for $2 a copy by ordering directly from *National Bottlers' Gazette*, 9 E. 35th St., New York 16, N. Y.

Markets for Corrugated.

This report defines the major national markets for corrugated packaging and then proceeds to tabulate and delineate the individual market potential and past performances in the geographic regions. It may be obtained at $1 per copy from Haywood Publishing Co., 6 N. Michigan Ave., Chicago 2, Ill.

Soft Drink Franchise Company Directory.

A listing of the important national soft drink franchise companies; headquarters, chief officers, products and package sizes, marketing and advertising activities, and international operations. Copies may be obtained for $2 each from *National Bottlers' Gazette*, 9 E. 35th St., New York 16, N. Y.

Deep Drilling Increased 6% in 1960.

These three sheets list the number of wells completed 15,000 feet and below from 1938-60; location of wells drilled; fields and production, and deep well owners and drilling contractors. Included are completion, cost and drilling time for each of 242 holes drilled in 1960. The sheets may be obtained for $1 from Petroleum Engineer Publishing Co., Box 1589, Dallas, Tex.

Institutions Index.

This report deals with potential sales to institutions in 231 metropolitan areas, current and projected to 1970. Included are retail sales, eating and drinking sales, population and income. It may be obtained for $2 from *Institutions Magazine*, 1801 S. Prairie Ave., Chicago 16, Ill.

Institutions Ahead.

This 32-page booklet gives estimated population, consumer spendable income, retail sales, and food and beverage sales in retail eating and drinking establishments for 1960 and 1970. Regional and local trends include reports of actual institutions construction and expansion. Order directly, at $3 per copy, from *Institutions Magazine*.

Plumbing Fixture Market Patterns.

A booklet on the plumbing fixture market covers end-use markets, distribution channels, regional breakdown of brand usage by type of fixture, brand specification factors and product design suggestions. The 61-page report is available from the *Journal of Plumbing, Heating & Air Conditioning*, 92 Martling Ave., Tarrytown, N. Y., for $1.

Hydronic Heating Market.

A 52-page report, based in part on a heating contractor survey, covers contractor purchases of boiler, baseboard and six component items; end-use markets; brand recognition; competitive factors with respect to electric heat, and the industry's market development needs, and can be ordered only from the *Journal of Plumbing, Heating & Air Conditioning*, 92 Martling Ave., Tarrytown, N. Y., for $1.

Plumbers' Brass Goods Market.

This report covers plumbing contractors' purchasing volume, brand specification factors, brand recognition usage, attitude toward imports and views on what improvements are needed in existing products. The 38-page booklet can be ordered from the *Journal of Plumbing, Heating & Air Conditioning*, 92 Martling Ave., Tarrytown, N. Y., for $1.

Tool Markets in the Plumbing & Heating Industry.

Plumbing-heating contractor ownership of 28 types of basic hand and power tools and special tools, giving projected market figures and analysis of brand usage and recognition, is included in a 36-page booklet available from the *Journal of Plumbing, Heating & Air Conditioning*, 92 Martling Ave., Tarrytown, N. Y., for $1.

The Metal Casting Market.

A 64-page booklet analyzing the foundry market will be published next September, updating a September, 1959, issue, and will report on metal casting capacity by states and market areas, and will include production, capital investment and value of products shipped. *Foundry* offers the booklet without cost to advertisers and agencies "with a stake in the foundry market." Others can obtain copies at $10. Order directly from Penton Publishing Co., 1213 W. Third St., Cleveland.

Fleet Reference Annual for 1961.

This brochure contains current production of trucks, buses, engines and fleet passenger cars, listing state requirements for size, weight limits, safety equipment regulations, vehicle inspection, state taxes and specifications. Available for $1 from *Commercial Car Journal*, 56th & Chestnut Sts., Philadelphia.

Census of Electronic Plants.

This is a plant by plant report on 96% of the known electronic companies, with coded information on name and address, products, state, county and metropolitan area, and other data. Over 5,800 plants are listed and their census data coded into more than 45,000 IBM cards. The census is available from *Electronic Industries*, 56th & Chestnut Sts., Philadelphia. Price: $750.

Today's Electronic Engineer.

A deck of over 2,000 IBM cards holds a multitude of facts about the personal and career sides of the electronic engineer—average age, income, anticipated income, his worth in liquid assets, things which would prompt him to change companies, number of children, etc. For information on cost of this service, contact *Electronic Industries*, 56th & Chestnut Sts., Philadelphia.

Electronic Marketing Map.

A four-color coded map pinpointing distribution of electronic plants by county in the U.S., with additional inserts showing distribution of electronic engineer and plant locations in eight major marketing areas, is offered for $3.50 by *Electronic Industries*, 56th & Chestnut Sts., Philadelphia.

Marketing Analysis of Housing Industry.

This 85-page booklet covers the housing market, including quality houses, prefabrication, influence of the model house, apartment house market, custom houses and modernization, builders (size, type and volume of construction), architects, lenders, distributors and dealers, and is available for $1 per copy from *House & Home*, Time & Life Bldg., Rockefeller Center, New York.

Announcing...Sixth Annual Circulation Seminar for Business Publications

June 7-8, 1961—Pick-Congress Hotel, Chicago

ADVERTISING PUBLICATIONS, INC., publisher of Advertising Age, Industrial Marketing and Advertising Requirements, again expresses appreciation to the following organizations who cooperate in the production of the Seminar each year: *Chicago Circulation Round Table, Chicago Business Publications Ass'n., Mail Advertising Club of Chicago,* Audit Bureau of Circulations, The Associated Business Publications, Business Publications Audit of Circulation, Inc., Publication Management Magazine, Direct Mail Advertising Ass'n., National Business Publications, Inc., National Circulation Round Table, Subscription Fulfillment Managers' Ass'n., Verified Audit Circulation Company.

PURPOSE OF THE SEMINAR — The two-day meeting is a once-a-year opportunity for circulation managers and their key assistants to get together from all parts of the United States and Canada to *exchange ideas and information.* The program embraces the latest techniques, methods and developments of business paper circulation fulfillment, employe management, mail promotion, and relations with other departments.

Some Of The Two-Day Seminar Program Highlights

RESPONSIBILITIES OF A CIRCULATION MANAGER
A real pro in the business tells what he considers to be the important responsibilities—the things a circulation manager should and should not be doing.

OPPORTUNITIES FOR A CIRCULATION MANAGER
An expert with a wealth of experience in all aspects of publishing tells some of the good things that can be in store for an efficient circulation manager.

THE BIG JUMP FROM PLATES TO PUNCHED CARDS
How two different business papers made the switch. An informal discussion of why it was made . . . what was hoped for . . . how the conversion was done . . . what the new system is doing . . . pitfalls to avoid . . . advantages to be gained.

USE OF AN OUTSIDE PUNCHED CARD AND/OR PLATE SERVICE FOR MAINTENANCE OF SUBSCRIPTION LISTS
Ever thought of having your subscription lists handled by an outside organization? This session focuses squarely on the problems involved—tells the advantages and disadvantages.

WHAT STANDARDS OF CIRCULATION PRODUCTION DO YOU HAVE?
A panel discusses what performance we should expect from our employees. Specific examples from fellow circulation managers allows you to compare those standards to your own.

REPORTS TO TOP MANAGEMENT
Round-up of forms used for this purpose. What management expects—and some of the extra information circulation managers would be wise in submitting.

SUBSCRIPTION FULFILLMENT PROBLEMS & ANSWERS
An expert panel discusses various problems submitted by circulation managers. Also describes unique solutions to basic problems.

SUBSCRIPTION PROMOTION PROBLEMS & ANSWERS
An informal workshop session devoted to the discussion of unusual circulation promotion problems and solutions.

HOW TO MAKE YOUR PRINTED MATERIAL LOOK BETTER, WORK HARDER, COST LESS
A printer, artist, lettershop expert and circulation manager sink their teeth into the problems of producing printed material that looks better, costs less and does a more effective job.

IS IT POSSIBLE & PRACTICAL TO MAKE EXTRA MONEY FROM EXTRA CIRCULATION DEPARTMENT ACTIVITIES?
This might pay the mortgage! The Seminar is canvassing business paper publishers to see what the over-all picture is on extra money-making ideas for the circulation department to handle. This session discusses the profit-making possibilities.

LATEST AUDITING RULE CHANGES
Concurrent hour sessions for each of the auditing organizations (ABC, BPA and VAC) . . . each moderated by a circulation manager with the assistance of a staff member of the auditing group . . . to cover all of the latest changes and rulings.

TWO EXCELLENT LUNCHEON SPEAKERS
1. *Earl Nightingale,* nationally famous inspirational lecturer, tells how to make your life more productive, richer, happier!
2. *Top U.S. Post Office Official* discusses important postal rulings passed since last Seminar and contemplated for future.

ADD TO THESE HIGHLIGHTS . . . a complete *Commercial Display of Equipment and Services* for Circulation Fulfillment and Promotion . . . *Gallery Of Exhibits* and *Circulation Promotion Material* . . . *United States Post Office Exhibit* fully manned throughout two-day session . . . *Consultation Booths* manned by top experts from each of the *Auditing Companies* (ABC, BPA, VAC).

AND—ON FRIDAY MORNING, JUNE 9—FREE FIELD TRIPS conducted by members of the Chicago Circulation Round Table to see various types of subscription fulfillment systems operated by Chicago publishers, including: Addressograph, Elliot, Speedaumaut, Combination Addressograph-IBM Punched Cards, Straight IBM Punched Cards, Scriptomatic.

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Available Market Data—Industrial

To secure copies of data listed, use the return cards

Electronics Annual Marketing Report.

This 38-page report estimates sales for the electronic industry, its major segments and several hundred individual products, and covers trends and developments within the industry on capital, market planning, distribution and international trade. It is offered by *Electronics*, 330 W. 42nd St., New York, for 75¢ a copy.

Sales Guide to the U.S. Mine Market.

A 70-page booklet includes new mining project locations and descriptions; expenditures for supplies and equipment; a listing of all U.S. mining operations, showing names, addresses, type of operation, size and scope of operation, and names of key affiliated personnel. Offered by *Mining World*, 500 Howard St., San Francisco, for $5 a copy.

Insurance by States.

This volume contains figures on premiums and losses and ratio of losses to premiums for every fire and casualty insurance company operating in each state. All 26 lines from the conventional form statement are shown. It may be obtained at $225 a copy from *The Spectator*, 56th and Chestnut Sts., Philadelphia 39, Pa.

Life Index.

Financial operating reports on more than 500 companies writing life insurance are analyzed in this booklet issued by *The Spectator*, 56th and Chestnut Sts., Philadelphia 39, Pa. Price: $2.25 per copy.

County Patterns of Insurance Sales.

This report provides estimated premium volume for every county in the U. S. for principal lines of insurance (fire, automobile, life, and accident and sickness). In addition to listing each county, it aggregates the premium for the principal metropolitan areas. It may be obtained for $67.50 a copy from *The Spectator*, 56th and Chestnut Sts., Philadelphia 39, Pa.

Sales & Marketing Map of Employing Electrical Contractors.

This four-color marketing map, which sells for $2.50 each, shows the locations of more than 2,300 verified electrical wholesalers and 25,000 employing electrical contractors, and it includes a special sales and promotion evaluation scale coded and analyzed by location, size and capitalization. It may be obtained from *Contractors' Electrical Equipment*, 172 S. Broadway, White Plains, N.Y.

Design Activity Sales Control Map.

This sales control map (22" by 28") covering the electronic original equipment market is prepared for manufacturers who want to evaluate their total sales effort or individual product sales effort, against an established norm for each state in the U.S. The map is color coded to indicate respective states' design activity on 72 specific, different electronic products. The map costs $1 each and may be obtained from *Electronic Equipment Engineering*, 172 S. Broadway, White Plains, N. Y.

Health Insurance Index.

This annual book contains a complete analysis of the accident and health business, giving detailed results on more than 700 private companies in addition to Blue Cross and Blue Shield plans. It costs $2.25 from *The Spectator*, 56th and Chestnut, Philadelphia.

Volume Feeding Marketing Map.

A 23x34" wall map shows the 153 trading areas comprising 71% of volume feeding sales, and the 278 counties with sales of over $7.5 million. Price is $2 from *Volume Feeding Management*, 205 E. 42nd St., New York 17.

Volume Feeding Market.

This analysis of the volume feeding market shows the relative importance of each segment; cost of food purchased for each segment; and a geographical analysis based on sales, employment and population. Cost is $2 from *Volume Feeding Management*.

Metalworking Market Guide.

A statistical synopsis of all the plants in the U.S. in metalworking by SIC; county; number of workers; state; including maps; work sheets; national totals and an SIC breakdown of the eighth *AM* inventory of metalworking equipment. Price is $20 from *American Machinist-Metalworking Manufacturing*, 330 W. 42nd St., New York.

Inventory of Metalworking Equipment.

This editorial survey, made every five years, pinpoints machine tools in 16 industries, 24 geographic areas, giving type of machine and age, in plants employing 20 or more workers. Priced at $2 from *American Machinist-Metalworking Marketing*.

America's Manufacturing Plants.

This 118-page report covers U.S. manufacturing plants employing 95.5% of all workers in plants within its intended coverage by product, location and number of employes. Includes a 50x37" map indicating concentration of manufacturing plants with 100 or more workers. Price is $25 from McGraw-Hill Publishing Co., 330 W. 42nd St., New York 36. Map available separately at $1.

Important Notice to:

Needham, Louis and Brorby, Inc.
Reach, McClinton & Company, Inc.
Maxon, Inc.
Sullivan, Stauffer, Colwell & Bayles, Inc.
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MacManus, John and Adams, Inc.
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- HEALTH KNIT T-SHIRTS
- NIAGARA LAUNDRY STARCH
- ICE-BLUE SECRET
- TAREYTON CIGARETTES
- ATLAS TIRES
- CHEVROLET USED CARS
- INSTANT TENDER LEAF TEA
- MAYBELLINE PRODUCTS
- RAMBLER AMERICAN
- SALEM CIGARETTES
- BETTY CROCKER CAKE MIXES
- CHASE & SANBORN COFFEE
- KENT CIGARETTES
- R.C.A. WHIRLPOOL MARK VII
- FORD MOTOR CO.
- CARNATION EVAPORATED MILK
- METROPOLITAN LIFE INSURANCE
- MORTON SALT
- SWANS DOWN CAKE MIXES
- HUSH PUPPIES SHOES
- PITTSBURGH PAINTS
- WESTINGHOUSE REFRIGERATOR
- PALL MALL CIGARETTES
- CHRYSLER NEW YORKER
- GENERAL ELECTRIC CLOCK-RADIO
- KLM ROYAL DUTCH AIRLINES
- MAYTAG WASHER-DRYER
- PILLSBURY FLOUR
- FLORSHEIM SHOES
- G.M.A.C.
- DOUBLEDAY BOOK CLUB
- PRUDENTIAL INSURANCE
- REXALL DRUG STORES
- HEINZ BABY CEREALS
- MODESS
- BAKER'S CHOCOLATE
- DREAM WHIP
- POST-TENS
- ALL
- BREEZE
- LUX LIQUID
- PRAISE

Reno Agency Adds Six Clients

Thomas C. Wilson Agency, Reno, has added six regional advertisers in the past month. They include Mammoth Mountain Inn, Transwestern Insurance Co. of Reno, Donnerland USA, Nevada Land Corp., George A. Probasco Inc. and Nevada Lakeshore Corp.

Walker Moves to New Offices

Gene K. Walker Co., San Francisco, has moved to its own building at 627 Commercial St.

McCann Appoints Three in L.A.

McCann-Erickson, Los Angeles, has promoted Adrian L. Brown from copy group head to creative director and Emmett E. Doherty Jr. from the marketing staff to account executive. Steve Tuttle, formerly with Rumrill Co., has joined the L.A. office as an art director.

Outboard Names Jones

Outboard Magazines, Jacksonville, Fla., has appointed Paul P. Jones president. Mr. Jones was formerly director of corporate advertising for the *New York Herald Tribune*. Outboard Magazines publishes *Outboard*, *Boating Progress* and *Florida Business & Opportunity*.

Niagara Starch in Drive

"Now you can starch right in your washing machine," is the theme of a campaign under way for Niagara instant laundry starch, made by the Best Foods division of Corn Products Co. Magazines, television and store displays are backing up the drive. Lennen & Newell, New York, is the agency.

KGBT Promotes Tichenor

Mac Tichenor, previously national sales manager of KGBT, Harlingen, Tex., has been promoted to president, succeeding the late Troy McDaniel. Elected vps of the station were George Elliott, head of retail sales, and Mal Kasanoff, program director.

Welcome to the world's newest, fastest way to do both family wash and drycleaning!

NO GE

FIRST—*This is the first color ad for Norge's self-service dry cleaner equipment ever run in magazines. It will break in the May 19 Life. Norge launched its new product earlier this year (AA, March 13). Keyes, Madden & Jones is the agency.*

P&G Buys CBS Special; ABC, NBC Add Sponsors

Procter & Gamble Co., Cincinnati (Grey Advertising Agency), will sponsor "Miss Universe Beauty Pageant," a live 90-minute special from Miami Beach, July 15 at 10 p.m. (EDT) on CBS-TV. ABC-TV has added three new sponsors for its "ABC's Wide World of Sports," the Saturday series of top sports attractions. Bristol-Myers Co. (Doherty, Clifford, Steers & Shenfield), Carter Products (Sullivan, Stauffer, Colwell & Bayles) and Humble Oil & Refining Co. (McCann-Erickson) have joined the previously signed General Mills and R. J. Reynolds for the series.

Warner-Lambert Pharmaceutical Co. (Lambert & Feasley) has purchased participations in three NBC-TV shows for the 1961-'62 season. They are "Tales of Wells Fargo," "Captain of Detectives" and "87th Precinct."

R. Lawrence Productions, Videotape in Sales Pact

Videotape Productions of New York and Robert Lawrence Productions, New York, have entered into an arrangement intended to stimulate the business activities of both companies. The unwritten pact does not presage a merger or any mutual financial assistance, according to John B. Lanigan, vp and general manager of Videotape. The move was described as a business-getting device whereby the Videotape salesmen will recommend the services of the Lawrence studios to clients desiring film and vice versa. A few months ago, the Lawrence company of Canada and Taylor Video Corp. formed a film and tape company, Triangle Productions.

Byington-Reed Opens Offices

Charles P. Byington and William E. Reed have opened Byington-Reed, with offices at 1220 S. Dale Mabry, Tampa. Mr. Byington was formerly an account executive of Henry Quednau Inc., Tampa, and Mr. Reed was formerly creative director of the same agency.

your ad in

Family Weekly

received higher readership

than in any other magazine in which it was run!

we have the proof! Ask to see the 1960 readership report, made by a leading independent Rating Organization that documents Family Weekly's readership superiority.

Contact

Family Weekly

153 North Michigan Avenue
Chicago 1, Illinois

LEONARD S. DAVIDOW
Publisher

PATRICK E. O'ROURKE
Advertising Director

PROOFREADING

HOW FAR ARE YOU BEHIND SCHEDULE?

WHY NOT LET READ/IT READ IT?

READ/IT, INC

53 W. Jackson Blvd. • Chicago 4, Ill.

Top TV Ads Are Cited in Second TV Ad Festival

NEW YORK, May 4—Top commercials in 30 product categories for the 1960-'61 season were honored at the second American tv commercials festival here today. Barton A. Cummings, president of Compton Advertising and a member of the festival's advisory board, welcomed some 600 persons to the all-day screening session.

In addition to best selections, there were awards to runners-up, plus seven special citations for advertising achievement and 14 citations for craftsmanship. Winners were chosen from among 1,352 entries by a panel of 80 advertising agency executives. Criteria for judging included "impact, believability, tastefulness, copy, demonstration, audience involvement and employment of the television techniques."

Winning commercials also will be shown in Toronto, Chicago, Minneapolis and Los Angeles, as well as at the National Assn. of Broadcasters and Advertising Federation of America conventions in Washington this month. The festival is conducted under the direction of Wallace A. Ross.

■ Top winners, with ad agency and production company in parentheses, were:

Apparel—Du Pont "Westbury Fashions" (BBDO; Videotape Productions of New York).

Appliances—General Electric refrigerator "Tango" (Y&R; VPI Productions).

Automobiles—Corvair "Oasis" (Campbell-Ewald Co.; American Films).

Auto accessories—Delco replacement parts "Dynamo" (Campbell-Ewald Co.; Arco Productions).

Baked goods—Drake's Ring Dings "Follow the Leader" (Y&R; Sarra).

Bath soaps—Praise "Laurie Peters" (Cockfield, Brown; B. L. Associates).

Beers & wines—Jax beer "Kangaroo" (Doherty, Clifford, Steers & Shenfield; Pelican Films).

Breakfast cereals—tie for best—Post Toasties "Typewriter" (Benton & Bowles; Craven Film Corp.); Kellogg's Snack-Pak "What to Buy" (Leo Burnett Co.; Film fair).

Cake mixes—Duncan Hines Early American "Date Nut" (Gardner Advertising; Wilding).

Cigarets, cigars—Lucky Strike "Match" (BBDO; MPO Videotronics).

Coffees, teas—Instant Maxwell House "Iced" (Benton & Bowles; Television Graphics).

Consumer services—Esso Oil Heat "Cat" (MacLaren Advertising; Elektra Film Productions).

Cosmetics, toiletries—Ban deodorant "Documentary" (Ogilvy, Benson & Mather; WCD Productions).

Dairy products, margarines—Blue Bonnet margarine "Squeeze & Closeups" (Ted Bates & Co.; Transfilm-Wylde Productions).

Dentrifices—Crest toothpaste "Cheryl Clapham" (Benton & Bowles; Television Graphics).

Gasolines, lubricants—Texaco "Little Girl—Tricycle" (Cunningham & Walsh; Craven Film Corp.).

Gift items (cameras, watches & toys)—Kodak Film "Take a Picture" (J. Walter Thompson Co.; MPO Videotronics).

Hair preparations—Prell Concentrate "Fur" (Benton & Bowles; Transfilm-Caravel).

Home furnishings—Alcoa colorib panels (Fuller & Smith & Ross; Television Graphics).

Households cleansers, waxes—Brillo soap pads "99 Squeezes Calypso" (Ogilvy, Benson & Mather; Videotape Productions).

Institutionals—Aluminum Ltd. "Man & Wife" (J. Walter Thompson; Group Productions).

Laundry soaps, detergents—Ivory Flakes "We Suggest" (Grey Advertising Agency; MPO Videotronics).

Packaged foods—Chun King chow mein "Elevator" (BBDO; Freberg Ltd.; Jacmar Productions).

Paper products, wraps—Scott (all products) "Picnic" (J. Walter Thompson; MPO Videotronics).

Pet foods—Gaines Gravy Train "Dog & Cat" (Benton & Bowles; Television Graphics).

Pharmaceuticals—Bufferin "Headache-Heartbeat" (Y&R; On Film Inc.).

Public Service—United Cerebral Palsy "One Little Hand" (Newsfilm USA).

Retail stores—Barney's Clothes "Boys Clothing—Party" (Mogul Williams & Saylor; CBS Television).

Soft drinks—Seven Up "Old Movie: Harried Housewife" (J. Walter Thompson; Sarra).

Travel—Northwest Orient Airlines (for two) "Polo" and "Japanese Girls" (Campbell-Mithun; Desilu Productions).

8, 10-second station identification breaks—Liquid Mist Reddi-Starch "Mannequin" (Baer, Kemble & Spicer; Format Films).

Billboards, openings, closings—Ford Motor Co. on Ernie Ford Show "Peanuts & Phonograph" (J. Walter Thompson; Playhouse Pictures).

Integrated by program cast—Post Grape Nuts "Danny Thomas Show" (Benton & Bowles; Materto Productions).

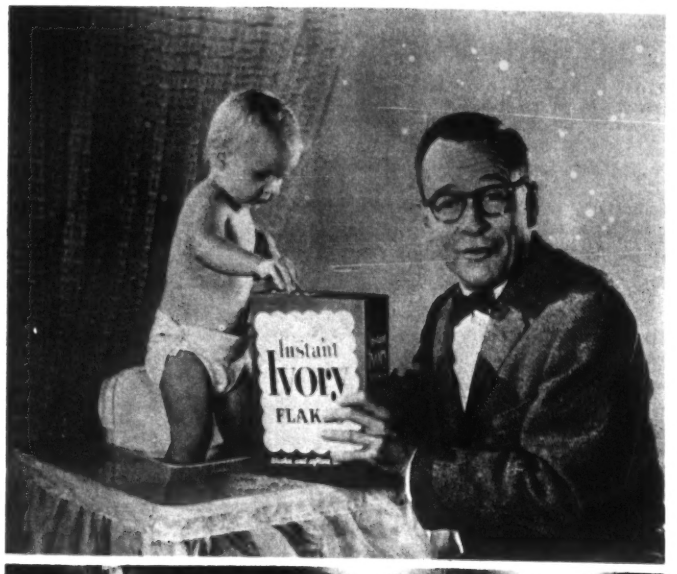
Canadian market—Puss 'N Boots cat food "Masquerade" (Spitzer, Mills & Bates; Elektra Film Productions).

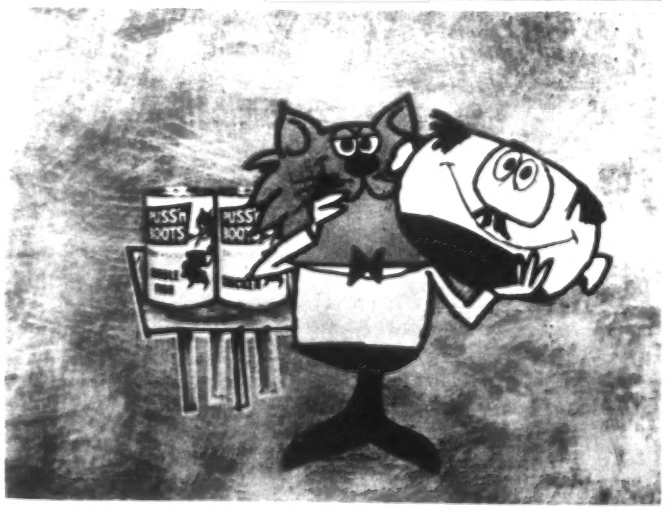
Premium offer—Lucky Strike "Record Offer" (BBDO; NBC Telesales).

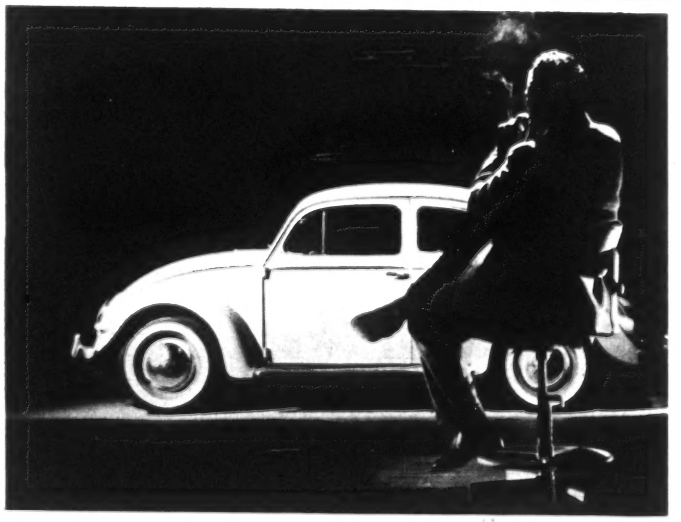
Single market (service)—Manufacturer's Trust Co. "Daddy's New Car" (Y&R; Animotion Associates).

Single market (product)—Trewax "Upside Down" (Tilds & Cantz; KTTV Commercial Tape Productions, Los Angeles).

Single market (store)—ZCMI Department Stores, Salt Lake City "Shoes" and "Ready to Wear" (David Evans Advertising; KSL-TV, Salt Lake City). #







TV WINNERS—*Here are some of the award-winning commercials presented at the second American tv commercial festival in New York. The photo at top left is from a Jax beer commercial selected as the best entry in the beer and wines category and a special citation for entertainment value in connection with the award goes to Mike Nichols and Elaine May, the voices in the animated commercial. The photo at top right, for Procter & Gamble's Ivory Flakes, was picked as best among laundry soaps and detergents, while Union Starch & Refining Co.'s Liquid Mist Reddi-Starch (center, left) was named the best in the 8 to 10-second group. Revlon got the nod twice—a special citation for its Berry Bon Bon lipstick and nail enamel (center, right) and another special citation to its spokeswoman, Barbara Britton. The Puss 'N Boots ad (bottom, left) was named the best Canadian entry and runner-up in the pet foods category. The Volkswagen sedan (bottom, right) received a special citation for its "Italian Designer" series and was named runner-up in the auto category.*

Lipton Launches Royal Estates

Thomas J. Lipton Inc., Hoboken, N.J., is introducing Royal Estates tea, a premium quality tea ($1.09 for 32 teabags) in New York's Albany-Schenectady-Troy area and in Portland, Ore. Advertising includes four-color newspaper pages, similar insertions in regional editions of *Life*, spot radio (in the East), b&w 1,000-line newspaper follow ads, co-op and point of sale. Sullivan, Stauffer, Colwell & Bayles is the agency.

Compton Names O'Dell

Charlene O'Dell has been named assistant media director of Compton Advertising, San Francisco. She was formerly with Young & Rubicam.

Taylor Becomes Independent TV Show Producer, Packager

Sherrill Taylor has resigned as senior radio-tv group head of J. Walter Thompson Co., Chicago, to become an independent producer and packager of television shows, with "Kukla & Ollie" as the initial project. As part owner in Burr Tillstrom's Kuklapolitan Productions, Mr. Taylor will join Mr. Tillstrom and Jory Nordlan, Chicago radio-tv packager, in producing the new series scheduled for NBC-TV next fall. Mr. Taylor will maintain offices in New York and Chicago.

Oregon Laws Regulate Outdoor

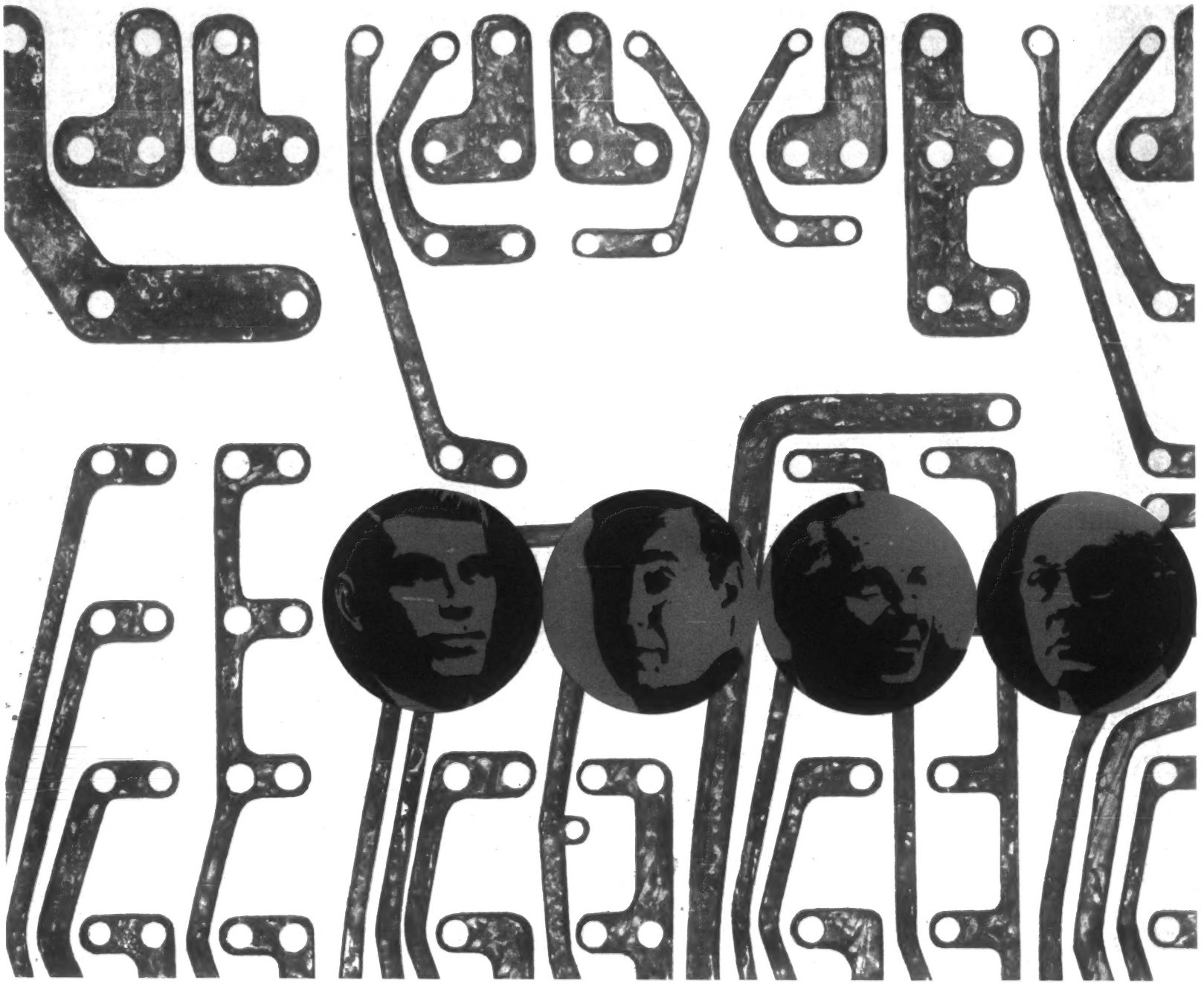
The Oregon legislature has passed two bills regulating outdoor ads. One doubles the distance between posters along interstate highways 2,000' to meet federal standards; the other creates a scenic area commission to establish areas within which no signs would be allowed.

Revell Names Two

Revell Inc., Venice, Cal., hobby and toy manufacturer, has named Bill Mansfield assistant advertising and sales promotion manager, and George Saito art director. Mr. Mansfield was formerly at Gaffers & Stattler, Los Angeles. Mr. Saito was art director of Fedco Inc., Los Angeles.

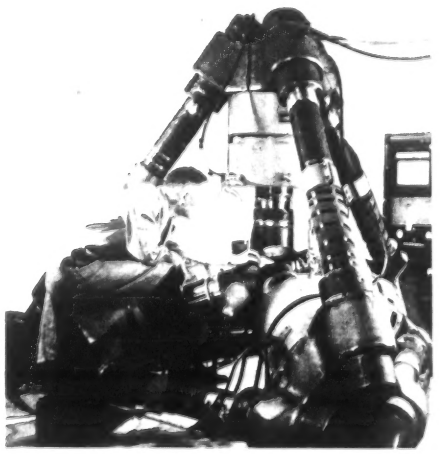
Vanguard Names Agency

Waldie & Briggs, Chicago, has been named to handle advertising for Vanguard Instrument Co., La Grange, Ill., a new company which designs and makes nuclear instrumentation for use in medical, agricultural and pharmaceutical research.



electronics *sells the engineering team...*

electronics



KEEP YOUR EYE ON THE BOX SCORE!
Circulation: 52,286
Editorial: 3,487 pages in 1960
electronics Buyers' Guide: 648 advertisers make 53rd issue of **electronics** (EBG) the "electronics Social Register."
Costs: $980 a page (13 time rate, B&W)

...in Research *Design*

Production *and Management*

As any electronics manufacturer will tell you, in the electronics market you must sell a buying team. This is the big difference! Engineering trained electronics men work in research, design, production or management. The electronics man may wear one, two, three or four hats, working in any or in all of the four areas. And **electronics** is edited to interest and influence the electronics man. Like manufacturers' salesmen, your advertising in **electronics** sells the buying team. Works harder. Sets up more sales. Effectively penetrates today's fast-changing, highly competitive electronic market. 023

ABP ABC **A McGraw-Hill Publication,** 330 West 42nd St., New York 36, N. Y.

AGENCY WARFARE—*Perhaps quite irrelevant, as the temperature of competition between Dentsu Advertising on the one side, and McCann-Erickson-Hakuhodo on the other, waxed hotter (AA, May 1) are these photos taken at the respective rival agencies. Last week, President Hirochika Seki, of McCann-Erickson-Hakuhodo, said disparagingly that Dentsu's president Hideo Yoshida "entertains visitors at geisha parties," perhaps referring to the photo at left (AA, Jan. 30). Meanwhile, on the right, Mr. Seki (fourth from left in back row) was photographed with Hakuhodo's judo team, reputedly tops in the Tokyo area.*

Guild, Jones Hit 'Eggheads' at ADS Convention

(Continued from Page 2)

speech assailed the "quaintly Victorian" university attitude toward advertising education.

He said well-meaning but egg-headed "studies" have so influenced colleges that many have discontinued some advertising courses and others have eliminated them altogether.

Mr. Guild mentioned the Ford and Carnegie Foundation reports released in the fall of 1959, which suggested elimination of specialized courses and proposed that business education be entirely confined to the "broadly based generalist, who presumably will be the top manager of the future."

He said the reports betray ignorance of business as it exists now and will exist in the future.

■ "Do these dreamers feel that while academic preparation for law is necessary for a lawyer, or engineering for an engineer, that business is an occupation so simple that any bachelor of arts can succeed in it without academic preparation?" he asked. "Or do they feel that their broadly trained generalist will move into the president's job in July after his June graduation?"

Addressing a luncheon April 29, Ernest A. Jones, president of MacManus, John & Adams, Bloomfield Hills, Mich., warned the student admen against "blind conformity" of the organization man.

"The need for creative mavericks never has been greater," he said.

Mr. Jones added that conformists will not create the new products or new ideas needed in the years ahead.

"This is because anything new is a violation of the security cocoon which conformers build about themselves and represents a threat to their intention to tiptoe through life," he said.

■ Mr. Jones predicted that business in the next 10 years will double its research and product development programs.

"This means you will be faced with the introduction of new products, new services in a never ending stream," he said. "How you handle that responsibility well may be the measure of your personal career and, cumulatively, of America's economic future."

Mr. Jones said some highly intellectual critics of advertising still fail to grasp the connection between advertising and national growth and prosperity.

"I am referring not so much to the Vance Packards and the other spitballers, but rather to the Galbraiths, the Schlesingers and the other articulate persuasive disciples of Thorstein Veblen, John Maynard Keynes and the other 'messiahs of strength through suffering'," he said.

■ They fail to understand that without advertising, mass production would not be possible, Mr. Jones charged.

Joining in the appeal for mavericks in advertising as well as in life in general, was Dr. C. Herbert True of Visual Research Institute.

"The line of thinking that irritates us the most is often the one we should listen to most closely," he told the convention's creative workshop.

■ Jack Baxter, president of Creative House, Chicago, said that "one point of difference" often is enough to make a great advertising campaign. Harry Wayne McMahan, creative consultant and ADVERTISING AGE columnist, demonstrated with tv commercials that the creative approach will be needed to reach tomorrow's smart, sophisticated audiences.

■ James Fish, vp and advertising director of General Mills, Minneapolis, who is also chairman of Advertising Federation of America, told a session on management that advertising is the "unique growth ingredient" of the free enterprise system.

"We should never in this country have bureaucrats telling us whether we should have fins on our cars," he said.

By stimulating the "will to want," he said, advertising has helped lift living standards in this country to the highest levels the world has ever seen.

■ George Sandell, staff advertising administrator of Minnesota Mining & Mfg. Co., St. Paul, called for more attention to "product image" as opposed to corporate image advertising.

He noted that Ford Motor Co., with a good corporate image, still couldn't make a go of the Edsel. But Lestoil succeeded without any corporate image, he said.

"If our company has a good image it probably is because we have been doing a good, hard-hitting job of advertising and have been moving the goods," he said.

■ Leading off the media workshop, Peter E. Schruth, vp and advertising director of *The Saturday Evening Post*, said there never has been a time when magazines have had as much to offer the advertiser as they have today or "as much solid evidence to substantiate and document" what they have to offer.

Eight out of every 10 American families have magazines in their homes, he said. And seven out of every 10 Americans who are 15 years and older read them, he said.

■ John Moffett, vp and advertising director of the *Minneapolis Star* and *Tribune*, said newspaper circulation growth has been outrunning population growth and will continue to do so.

He said improvement of r.o.p. color printing has been a major development of the past 10 years. In 1950 *Star* and *Tribune* color advertising totaled 293,304 lines, equal to 121 pages. Last year it was nearly 2,000,000 lines, or more than 800 pages.

■ Speaking for the broadcasting industry, Arthur W. Bagge, vp of Peters-Woodward, Griffin, predicted that by 1970, nine out of every 10 homes would have tv sets.

"Color tv, which has been rather disappointing so far, should gain gradually and have increasing consumer acceptance," he said. "We should also see in the very near future the development of a flat picture on the wall."

For radio, he predicted better definition of audiences, as far as quality is concerned, with station specialization to serve them.

■ The convention reelected Noel P. Laird, of Franklin & Marshall College, Lancaster, Pa., treasurer. William Mindak, adviser to the host University of Minnesota chapter, was elected alumni vp, and Tim Alban, junior at University of Houston, won a three-way contest for student vp.

New regional vps are: Midwestern, Hugh Sargent, University of Illinois; southeastern, Richard Joel, Florida State University; western, Charles E. Wolff, Long Beach State College; southwestern, John McGary, University of Houston; and eastern, Roland Hicks, Pennsylvania State University.

Elected to the student vps' advisory committee were: Midwestern region, Robert Wylie, Southern Illinois University; southeastern, Gerry Liss, University of Miami; southwestern, Colyar McGheran, Texas A&M University; eastern, Larry Lee Loose, Franklin & Marshall College; and western, Joe DeNardo, Arizona State University.

The new national council, which includes the elective officers and immediate past president, picked Dr. Donald Hileman of Southern Illinois University as executive secretary to succeed Mr. Gross. #

Gleem Leads in Milwaukee, Followed by Colgate, Crest, 'Journal' Reports

MILWAUKEE, May 2—Gleem is the preferred toothpaste in greater Milwaukee, followed by Colgate, Crest and Pepsodent, the 1961 edition of the "*Milwaukee Journal* Consumer Analysis" reveals.

Gleem was the brand bought most recently by 26.5% of the respondents who had bought tooth paste in the sixty days preceding the survey, taken in January. Colgate was named by 24% of the respondents; Crest by 21.9%; and Pepsodent by 10.9%. Other brands mentioned included Ipana (4.4%), Listerine (3.4%), and Stripe (3.1%).

Friday was indicated as the most popular grocery buying day, with 41.3% of the respondents naming it as the day most groceries are purchased. Last year, 38.3% named Friday. Monday-through-Thursday went down from the 1960 survey's 30.3% to 29%; and Saturday was down from last year's 30.9% to 29.1%.

Among cold breakfast cereals, Kellogg's corn flakes was first in brand prominence, with 31.7% of mentions. It was followed by another Kellogg brand, Rice Krispies (23.4%); Cheerios (17.5%); Wheaties (11.4%); Kellogg's Special K (10.8%); Post Toasties (7.7%); and Kellogg's Sugar Frosted flakes (5.9%); Post's Grape Nuts (5.8%); Ralston's Rice Chex (5.6%); General Mills' Kix (5.5%); Ralston's Wheat Chex (5.5%); Kellogg's All Bran (5.1%); and Post's Alpha-bits (5.1%).

It was pointed out that percentages may add to more than 100% because some respondents mentioned buying more than one brand at last purchase.

■ Quaker Oats was the undisputed hot breakfast cereal leader, with 70.4%, far ahead of Cream of Wheat (11.4%) and Ralston (4%).

Among all-purpose shortening brands, Crisco was first with 45%, followed by Spry (16.9%) and Fluffo (11.2%). All three brands were up from last year's standings.

In the paper towel category, Scott was first (34%); Kleenex second (31.9%); and Northern third (24.6%). Scott and Kleenex were up from 1960 (from 32.8% and 29.9%, respectively) while Northern was down (from 28%).

Aluminum foil seems to be slightly less popular than during the previous survey: 69.7% of the households sampled in the 1961 survey said aluminum foil had been bought within the past 30 days, down from the 1960 finding of 72.5%. The leader, Reynolds, in the present survey was up from 55% to 56%; Kaiser was down from 26.1% to 22%. Alcoa was up from 15.9% to 16.9%.

Plastic wrapping paper had been bought within 30 days preceding the survey by 25.3% of the sample. Saran Wrap was named by 61.7% of the purchasers; Handi-Wrap by 26.1%; and Reynolon by 7.8%.

■ Tide was the leading household laundry product, with 30.4% of the mentions, followed by Oxydol (15.2%), Cheer (12.1%), Fels Naptha Instant (7.6%), Fab (6.7%), All (6%), and Dash (4.9%). In the 1960 survey, the percentages were: Tide (30%), Oxydol (10.6%), Cheer (13.2%), Fels Naptha Instant (8.8%), Fab (7.9%), All (4.8%), and Dash (4.3%).

The leader in bottled beer in greater Milwaukee was Blatz (22.5%, up from the 1960 survey's 20.5%). Pabst was next (13.7%, up from 12.1%); and Schlitz was third (13%, down from 14.7%).

In canned beer, Blatz was also top (27.6%, unchanged from the 1960 survey). Pabst (16.0%, up from 13.8%) was just under Schlitz (17%, down from 19.4%).

Graf's was the leading bottled soft drink for home use (44.1%), followed by Coca-Cola (28.1%), Pepsi-Cola (20.2%), Seven-Up (18.6%) and 50-50 (11%).

■ Among men smokers, Kent was the filter cigaret "bought last" within the month by 16.2% (down from the 1960 survey's 18.4%). Followup brands were Winston (14.9%, up from 10.9%), Salem (13.3%, down from 14.7%) and L&M (12.0%, down from 12.2%).

Pall Mall (27.9%, down from 29%) was the leader among men buying cigarets without filter tips, followed by Camel (23.8%, down from 27.1%); Lucky Strike (16.9%, up from 16.5%); Chesterfield (12.8%, down from 12.9%); and Philip Morris (4.3%, up from 3.5%).

Households covered in the survey numbered 6,417. They represented a total population of 1,136,430. The survey, conducted after consultation with the Advertising Research Foundation, was found to conform to the standards set forth in ARF's Criteria for Marketing and Advertising Research. #

Brummer Seal to Headen

Brummer Seal division of Borg-Warner Corp., Chicago Heights, Ill., has appointed Headen, Horrell & Wentsel, Chicago, to handle advertising for a new line of mechanical seals.

SELLOUT—*Ads like this one in the Daily Journal, Elizabeth, N.J., sold out Duncan Hines rice products in Union County in an unusual promotion.*

Duncan Hines Uses Free Groceries Push for Rice in N. J. Test

ELIZABETH, N. J., May 2—"Rice bonanza," an unusual introductory offer and promotion, sold out grocers' stocks of Duncan Hines Quick Rice foods in Union County.

The promotion, advertised in the *Daily Journal*, Elizabeth, offered to pay for the consumer's entire grocery order if she had one package of Duncan Hines Quick Rice Pudding and one package of another Duncan Hines rice product in her order when the manufacturer's "rice lady" met her at the checkout.

All customers in line behind the winner were offered $1 each if they also had the two packages.

The Duncan Hines rice line was expanded in the past six months from a vanilla rice pudding to a line of five products. Added were chocolate rice pudding, fried rice, rice stuffing and Spanish rice. Because of the varying product nature, retailers had to be persuaded to put all five products on the rice shelf or else the company had to inspire the shopper to seek out the products in different departments.

■ Faced with this problem, Blue Ribbon Foods, Suffern, N. Y., licensee of Hines-Park Foods, Ithaca, decided it needed a simple-to-handle offer that was unique to the grocery trade and worth while to the consumer.

Three weeks after the first page ad appeared in the *Daily Journal*, the promotion had to be called to a triumphant halt. More than 100 people had received grocery order payments from the "rice lady," supermarkets had sold out, and time was needed so that they could restock after the unexpected depletion.

The company promised to reinstate the offer in "a few weeks."

During the three-week period, nearly 10,000 lines of advertising appeared in the *Daily Journal*. The promotion was created and the ads were prepared by Zal Venet of Venet Advertising Agency, Union, N. J. #

Hudson Appoints Spasek

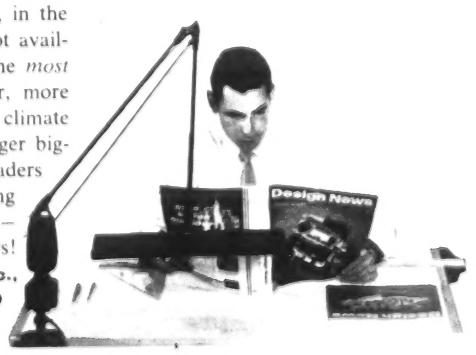
Edward Spasek has been appointed western manager of *Building Products* and *Building Products Dealer*, published by Hudson Publishing Co., Los Altos, Cal. Mr. Spasek, formerly of the Maurice A. Kimball Co., representative, will make his headquarters in San Francisco.

Official Films Moves

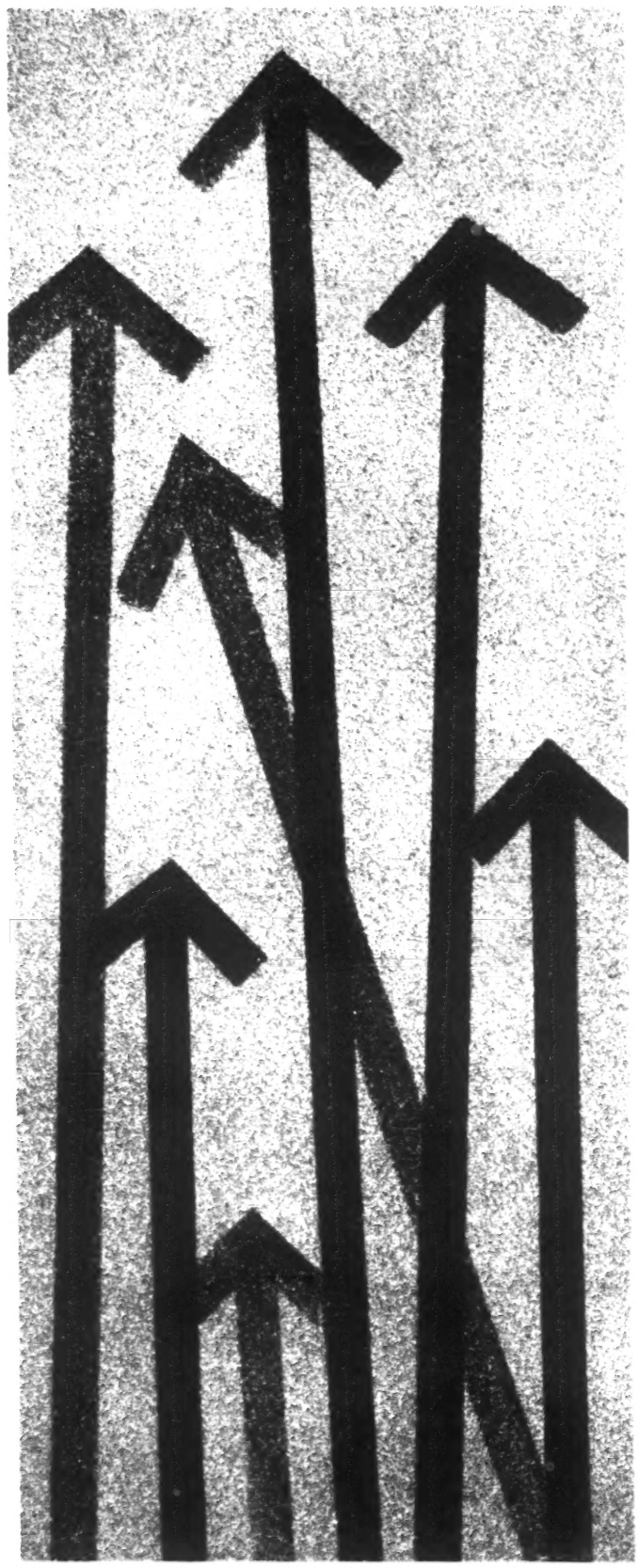
Official Films, New York, tv film distributor, has moved to 724 Fifth Ave.

"HOW LONG SINCE YOU'VE TRIED THE "Hat Trick" ON Design News?

IT WORKS LIKE THIS: YOU PUT ON YOUR HAT... GO OUT AND ASK OEM PRODUCT ENGINEERS HOW THEY FEEL ABOUT DN! *We* do it... regularly and thoroughly. If *you* try it, you'll get the same answers. Almost to a man, OEM designers say Design News serves them in a very *special* way. How? DN fulfills, in the most practical sense, their *special* needs for design ideas and data not available in other design books. Design engineers count on DN for the *most* Usable Design Ideas... proved ideas that help them design better, more salable products for less money. Advertisers count on this "idea" climate to get their story to these men whose designs and specifications trigger big-volume, repeat sales. We keep doing the "Hat Trick" with DN readers ... these key men in more than 15,000 U. S. OEM Metalworking Plants. It always shows *why* the most (48,042 current circulation) – and best – prospects in the design field read and *use* Design News!



A Cahners Publication. ROGERS PUBLISHING COMPANY, Inc., A Subsidiary of Cahners Publishing Company, Inc. BPA ABP



Advertising in American Builder gets ACTION

because...

Lever's Lockwood Urges Research to Heighten Effectiveness of Advertising

(Continued from Page 3)

this, and then I think of the easy way we sometimes accept advertising campaigns, I wonder if there is not greater room for research here, particularly by the agencies. After all, advertising is or should be their product."

Mr. Lockwood also invited agencies to stick to creativity and to drop the marketing concept. "I would suggest," he said, "that our advertising agencies should do all they can to create the climate in which their creative people can work, to concentrate in the field of communicating ideas to people and leave the mundane problems of distribution and sales promotion to the businesses for which they act as advertising agencies."

(In this, Mr. Lockwood echoed views expressed three weeks ago [AA, April 17] at a marketing meeting in Montreal by Lever's Robert G. Spence, marketing director, who urged that agencies be freed from "the choking coils of ancillary services.")

■ Calling for television program costs to be "kept at a sensible level," the Lever boss urged agencies, broadcasters and advertisers to resist "any tendency on the part of distributors to inflate prices." He said: "The number of instances where the original asking price for a show has finally been reduced by 50% or more to make a sale seems to indicate that the main consideration of film distributors is simply a question of 'How much can we get for it?'"

"The biggest hidden cost in marketing today," said Mr. Lockwood, "is probably ineffective advertising. More attention, care and labor —and, if necessary, money—must be paid for the production of television commercials. If the ingenuity and money expended on some of the great entertainment spectaculars are applied to the production of television commercials, we will, to at least some degree, make advertising more effective and hence less expensive."

■ Mr. Lockwood said marketing people should be trained to discover what consumers want, "rather than what can be done with the type of products we are selling today."

He called for improved market research techniques, adding, "Research houses must tailor their research techniques to modern demands, in the same way that manufacturers must maintain their products; too often research houses tailor their research to the demands of a decade ago."

He said Canadian newspapers today are carrying advertising in about 60% of their space and thus forgetting their "primary function, to act as a carriers of news." In addition, he said, newspapers are increasing the cost of advertising, which tends to dissuade advertisers from using them.

■ C. Warren Reynolds, president of Ronalds-Reynolds and head of the Canadian Assn. of Advertising Agencies, told the advertisers that agencies are aiming at more efficient advertising through an education program covering agency operations and business management. He characterized the four-year, parttime program as being a "valuable source of better trained and qualified personnel for our agencies," adding that advertisers would "derive substantial benefits" from the program.

■ Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, cautioned that increased commercial time on television would tend to reduce the effectiveness of the advertising. He urged research aimed at making commercials more interesting, more believable and less offensive.

"The board," he said, "is concerned about the constant criticism of the shattering sound of many commercials, and is investigating the means of controlling the decibels of sound. Some experiments are under way. But a wider and much more positive approach to the whole problem is necessary.

"It seems to me," said Dr. Stewart, "that in the so-called 'affluent society' we are, even at this time, facing a real dilemma. The rate of change is accelerating; and the range of goods and services is rapidly expanding. Those who have goods and services to offer experience the need for further opportunities to present their claims. But the capacity and inclination of people as buyers to accept and respond to the increasing volume of advertising may not keep pace.

■ "Further, it is both the strength and the weakness of the newer media that the commercial content intrudes so forcefully. People become satiated. There tends to be a growing resistance to advertising as such, and the efficiency of advertising generally declines.

"Such developments, in time, bring reactions. It is quite possible that, unless something can be done to reduce the pressures, audience resistance—combined with higher real incomes—will find expression in a demand for other forms of use of the media—pay television, for example, which will provide an opportunity to escape.

"Alternatively," he added, "it may be possible to discover means of utilizing the media which will reduce consumer resistance and maintain the effectiveness of the media as advertising vehicles. This seems to me to be of the essence of the problem confronting us."

■ Edward C. Bursk, editor of the *Harvard Business Review*, said he is convinced that Americans want advertisers to be enthusiastic about their products and to be eloquent in persuading people to buy.

"The sharp turn of phrase, the forceful illustration are part and parcel of the hearty, dramatic American way," he said.

He added, "If Americans are not bright enough to know instinctively that the 'invisible shield' that protects teeth from decay or the 'sandpaper' that can be lathered for shaving are understandable devices for putting across a point tellingly, rather than deliberate attempts to defraud or hoodwink, then they had better not be allowed in the market without a nurse."

■ Mr. Bursk said it is not easy to define "what the line is that separates the fraudulent from the dramatic," adding, "mistakes in judgment in the gray area should be encouraged, in the sense that if advertisers are trying to be as dramatic as they can, they will inevitably run the risk of stepping over the line occasionally.

"The only way not to run the risk is to stop short of the full thrust of creativeness—in a world where such creativeness is the only way to be dynamic, to do the impossible of pulling up a company, or an economy, or a country, or the world, by its own bootstraps," he said.

■ W. E. Trimble, who died late last year after spending 47 years in advertising, was awarded the ACA's gold medal. Mr. Trimble, who wrote a book, "Introduction to Advertising," in 1931, spent his career at Baker Advertising Agency. He pioneered national consumer surveys in Canada as well as the random telephone survey of broadcast listening. The gold medal was accepted by R. C. Baker, president of Mr. Trimble's former agency.

CANNED LAUGHTER—*Canada Dry is running a series of ads in Life and The Saturday Evening Post to plug its line of beverages in cans. J. M. Mathes is the agency.*

FARTHING IS NAMED PRESIDENT OF ACA

TORONTO, May 2—The new president of the Assn. of Canadian Advertisers is Kenneth J. Farthing, manager of general advertising, Canadian Westinghouse, Hamilton, Ont. He succeeds Allan B. Yeates, director of public relations and advertising, of the Prudential Insurance Co. of America.

Kenneth J. Farthing

Mr. Farthing was not present to take over his new duties, being confined to his home following an attack of appendicitis.

Other officers elected at the ACA's annual meeting were P. J. McGinnis, general advertising, Canada, Montreal, exec vp; R. E. Oliver, supervisor of public relations and advertising, Bank of Nova Scotia, Toronto, vp and treasurer; J. W. Cook, advertising supervisor, Shawinigan Water & Power Co., Montreal, vp; W. T. McFarlane, division manager, advertising, Canadian Pacific Railway Co., Montreal, vp; George A. Meen, advertising manager, Christie, Brown & Co., vp; and B. Ernest Legate, Assn. of Canadian Advertisers, Toronto, general manager and secretary. ■

California Council Plans Push to Improve Image of Farmer

Council for California Growers, San Francisco, is planning a two-pronged advertising campaign to "help change the public image of farmers who have been fair game for criticism from labor and social groups for years." The program will be aimed at both the public and the farmer, with half of whatever ad budget is raised to be used in agricultural publications and other farm media and the remainder in media directed to the general public.

Amount of the budget and means of raising it were not disclosed by the council, but it is expected funds will be accumulated through a voluntary assessment, and that the campaign itself will be handled as a "house operation" by the council.

Marlin Names McCloskey

Henry J. McCloskey has been named advertising manager of Marlin Firearms Co., New Haven, Conn. He has been on the research and development staff of the company for ten years.

Ex-Gov. Handley Joins Gross, Luck, Miller in New Shop

INDIANAPOLIS, May 2—A new advertising and public relations agency—Handley, Gross, Luck & Miller—has been organized with offices here and in Chicago.

Officers and directors include Harold W. Handley, president, former governor of Indiana; Mark Gross, exec vp, who has been president since 1947 of Mark Gross & Associates here; Booth Luck, vp and secretary and head of HGL&M's Chicago office, formerly an account executive of Wade Advertising, Chicago; and Richard N. Miller, vp and treasurer, who has been president of R. N. Miller Co. here since 1952.

Mr. Gross told ADVERTISING AGE that the new agency has some 20 accounts—all clients of the Gross

Harold W. Handley Mark Gross

and Miller agencies—with billings of more than $1,000,000. He declined to name any of the accounts but indicated that the agency would handle primarily consumer advertising.

■ Although the agency expects to add some new clients in the near future, Mr. Gross said, no business would be moving from Wade with Mr. Luck. The Wade agency confirmed that it was not losing any

Booth Luck Richard N. Miller

clients as a result of Mr. Luck's leaving.

The new agency's offices here are located in the Board of Trade Bldg. The Chicago offices are located at 177 N. Franklin St.

■ Mr. Handley returns to the ad field after an absence of nine years. He served as sales and advertising manager of Rustic Hickory Furniture Co., LaPorte, Ind., from 1932 to 1940, and he was a vp of B. N. Darling & Associates, Chicago, midwest representative of Jerry Fairbanks Studios, Hollywood and New York, tv film producer, from 1947 to 1952.

He was elected lieutenant governor of Indiana in 1953, and served as governor of the state from 1957 until 1961. ≠

Frey Resigns as SSC&B VP

George H. Frey, network relations vp of Sullivan, Stauffer, Colwell & Bayles, New York, for the past five years and formerly a National Broadcasting Co. executive for many years, has resigned. Mr. Frey, who worked on new business as part of his duties with the agency, will become a consultant with SSC&B. He is cutting back to a reduced work schedule at his own request.

Connell Joins Warwick

Howard Connell, formerly a vp at Foote, Cone & Belding, has joined Warwick & Legler, New York, as vp in a planning capacity.

NEW VISTAS—*Simoniz Co., Chicago, broke print advertising for its Vista line of waxes and polishes with this color spread in the April 28 Life. Vista Wash & Wax replaces Wax-O in the Simoniz line. Dancer-Fitzgerald-Sample, New York, is the agency.*

New FCC Rule Hits Unidentified Sponsors, Teasers

WASHINGTON, May 2—Radio-tv spots soliciting mail orders addressed to "Flower Seeds," "Real Estate" or "The Record Man" don't measure up to the sponsorship disclosures required by the 1960 anti-payola law, according to a series of interpretations which were circulated by the Federal Communications Commission last week.

The commission said the anti-payola rules are based on the old principle that listeners are entitled to know by whom they are being persuaded. The short-title radio-tv spots fail the test, because stations must provide explicit identification of the name of the manufacturer or seller of goods, or the generally known trade or brand name of the goods, FCC said.

The list of interpretations circulated represents a "proposed rule," subject to comment until June 26. In addition to 27 interpretations of payola previously distributed by the House committee on interstate and foreign commerce at the time the anti-payola law was passed, it contains seven new examples added by FCC as a result of conferences with representatives of the film and broadcasting industry.

■ The anti-payola law makes non-broadcasters criminally responsible for failure to disclose instances where "consideration" has changed hands in exchange for a sales message or plug. FCC's interpretations emphasize, however, that the furnishing of a prop free for use in a broadcast does not constitute payola, unless exposure includes "identification in the broadcast of any person, product, service trademark, or brand name beyond an identification which is reasonably related to the use of such service or property on the broadcast."

Other new rulings in the interpretations now being circulated:

• **Teasers**—These do not comply with disclosure laws, even though the advertiser plans to ultimately disclose his identity. FCC emphasizes that every sponsored announcement must disclose explicit identification of the advertiser or the generally known brand or trade name of the goods advertised.

• **Free films**—Source of films on controversial issues must be disclosed by the station. If the filmed program is sold to an advertiser other than the organization furnishing the film, the station is still obliged to disclose the source of the films.

• **Payola responsibilities of film producers**—New payola rules will not apply to film produced before adoption of the law last September. They will be applied, however, to all films produced since September, on the assumption that producers of non-tv films are aware of the possibility that their films may ultimately be used on tv. ≠

Nielsen Issues Booklet on 'Do's, Don'ts of Coupons'

CHICAGO, May 2—Fourteen of the top 20 manufacturers in the food industry are also among the top twenty couponers, says A. C. Nielsen Co. in its new booklet, "Do's & Don'ts of Successful Coupon Promotion."

The booklet, prepared by the Nielsen Coupon Clearing House in cooperation with the Grocery Manufacturers of America, lists ideas to cut down on misredemption, improve handling and increase returns.

Among the do's and don'ts:

• "Never distribute a coupon which is substantially higher in value than the magazine or newspaper in which it appears.

• "Test your promotion in a limited area before expanding it to a large geographic distribution.

• "Avoid using expiration dates on coupons. . . . Allow sufficient time to elapse between deals to prevent customers from using the deal as a means of meeting continuing needs at a reduced price."

■ Free copies of the booklet can be obtained from Industry Relations, A. C. Nielsen Co., 2101 Howard St., Chicago. ≠

Striker Leaves McCann, L.A.: Agency Consolidates Units

Kenneth L. Striker, administrative manager of the Los Angeles office of McCann-Erickson, has left the agency in what is reported to be the newest in a series of economies at the office. His post will remain vacant.

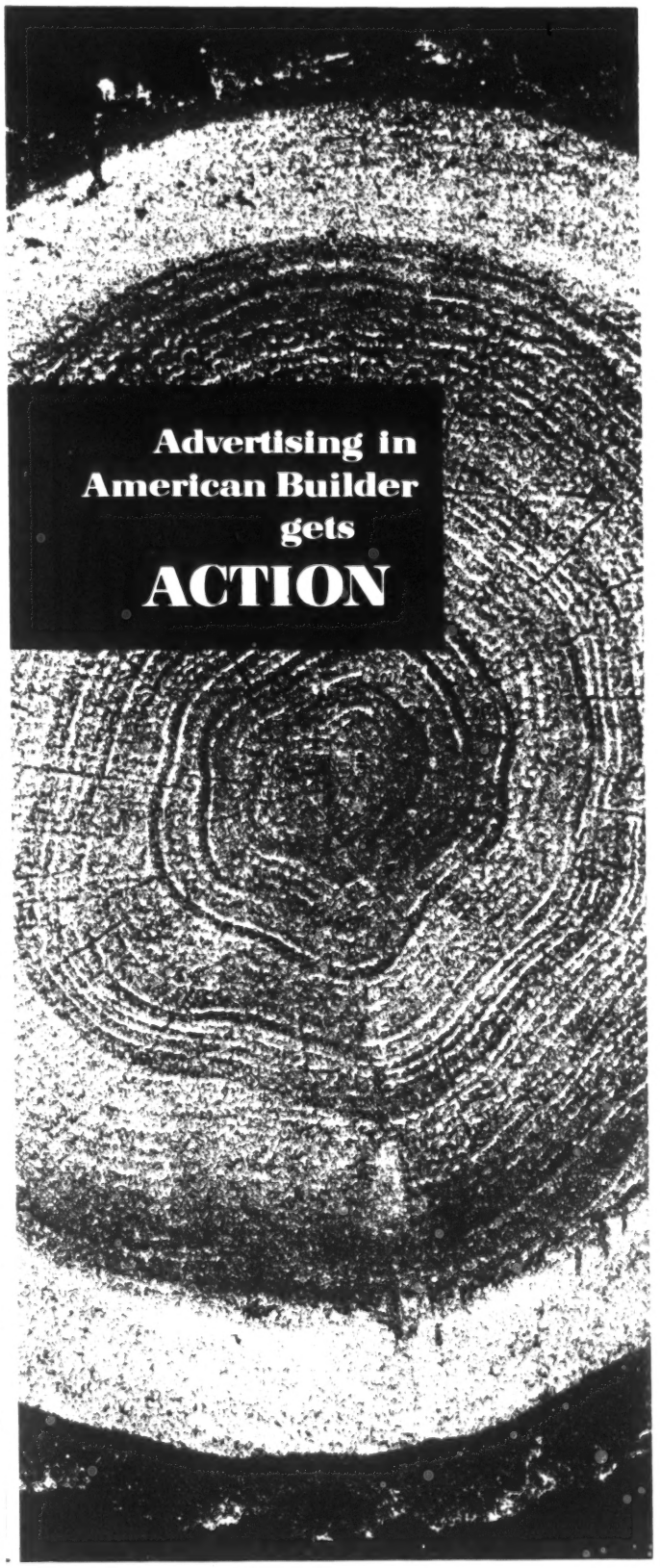
Over the past several weeks, McCann in Los Angeles has shut down its sales communications office and has consolidated its Communications Counselors Inc. publicity operation with Marplan, the agency's research arm. James C. Campbell, formerly with Field Research Co., has been named director of research services of Marplan in Los Angeles.

Cummings Joins Chesapeake

E. Dickson Cummings has joined Chesapeake Advertising, Norfolk, and will supervise midwestern and southwestern advertising of the Smith-Douglas Co. Mr. Cummings was formerly an account executive of Cargill, Wilson & Acree, Richmond.

Behre Joins Lawrence Shop

Arnold Behre, formerly advertising manager of the forge and fittings division of H. K. Porter Co., has been named an account executive of W. H. Lawrence Advertising, Morristown, N. J.



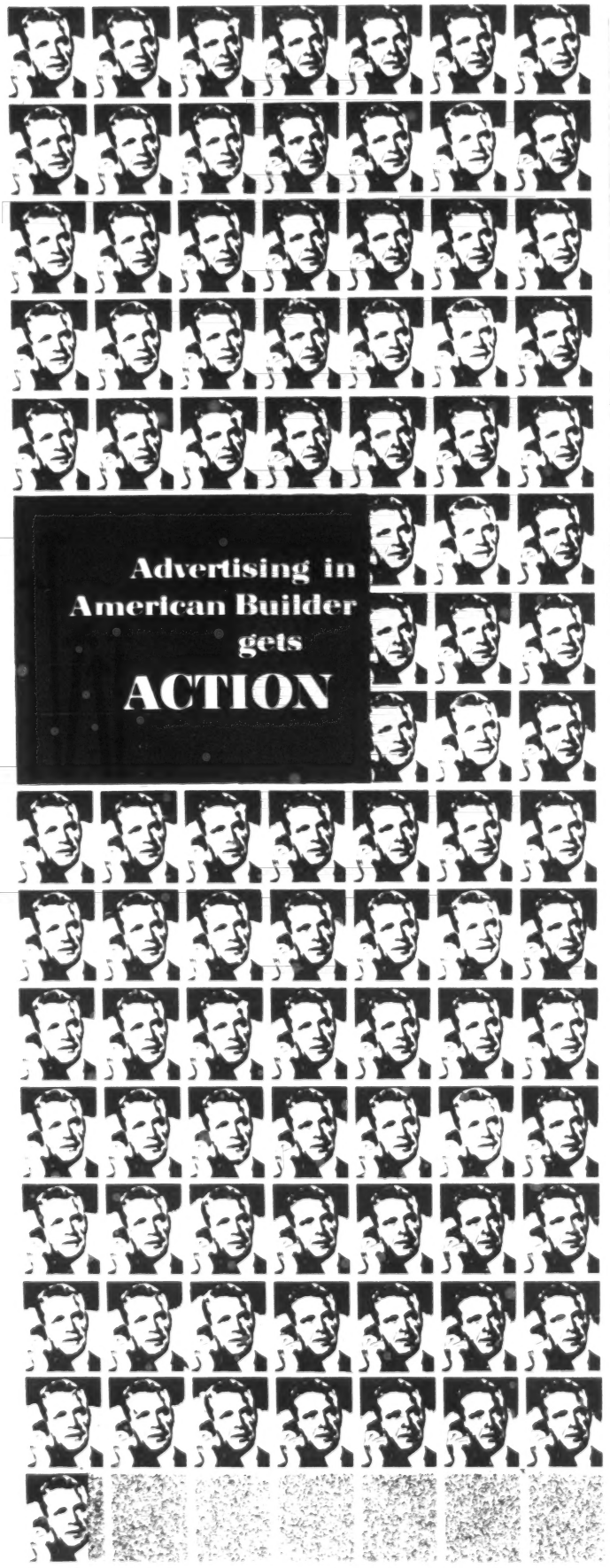
because...

American Builder reaches the buying builders – the steady, hard core of today's building market

Over 825,000 of the estimated 1,000,000 1-family houses built in the United States last year were put up by American Builder readers. These men are the heart of today's market.

THE BUSINESS BOOK FOR BUILDERS

AMERICAN BUILDER • A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION • 30 CHURCH STREET, NEW YORK 7



because...

American Builder is read by 93.8% of today's top builders [100-house-and-over]

The builders at the top are your big-volume prospects. Advertising in American Builder reaches them directly, helps to open doors for your salesmen, and pre-sells this important segment of your market.

THE BUSINESS BOOK FOR BUILDERS

AMERICAN BUILDER • A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION • 30 CHURCH STREET, NEW YORK 7

Ad Field Must Purge 'Disreputable' Elements: Bernstein

MEMPHIS, May 2—A "short course" in the values of various media featured the first Mid-South Advertising Institute, held here under the auspices of the Memphis Advertising Club last weekend.

Media speakers who presented news and basic information about their respective media included Norman E. Cash, president, Television Bureau of Advertising; Kevin Sweeney, president, Radio Advertising Bureau; Tom O'Ryan, president, Tom O'Ryan Advertising Co. (transportation advertising); Tom Bresnahan, associate advertising director, *McCall's;* Felix Coste, president, Outdoor Advertising Inc.; Robert F. Delay, president, Direct Mail Advertising Assn.; Edward A. Falasca and Lou Tannenbaum, Bureau of Advertising, American Newspaper Publishers Assn.; and Roy King, editor, *Food Topics.*

■ Setting the keynote for the conference was S. R. Bernstein, editorial director, ADVERTISING AGE, who asserted that advertising can and must be purged of dishonest and disreputable elements, but that a danger exists that in the process it may also lose its effectiveness as a selling mechanism.

Richard J. Wiechmann, advertising manager, International Paper Co., also emphasized that advertising can be positive and forceful as a sales maker and still be a force for good. He reviewed the history of the current "Give me a man who reads" campaign for International, and said that it is an enormously successful corporate image campaign, and also one that is effective on the selling front.

■ There are danger signs ahead that business men must heed, Charles E. Scripps, chairman of the board of Scripps-Howard Newspapers, told the group at lunch Friday. But at the same time business cannot sit idly by while advertising is attacked, and cannot permit sympathy to build up for more controls and more government action, he said. The answers lie in a "healthy respect for consumers" and responsible self regulation by business, he said.

The level of ethics in the marketplace, including advertising, has improved tremendously in the past 50 years, Mr. Scripps emphasized, "but the level of criticism has outstripped the level of improvement."

■ Robert Farris, director of advertising and sales promotion, Motorola Corp., described his company's current campaign and its objectives, asserting that it has been unusually successful in developing a distinctive style and image for Motorola, and that it probably will be continued along the same lines for several years.

He made the point that the sales position of a brand in the radio-tv-hi fi area usually coincides closely with the public's acceptance of a brand. In a typical three-month period, he pointed out, less than 3% of all American families purchased a television set.

"This means," he said, "that all the advertising done in those three months directed entirely at immediate prospects basically missed 97% of the families, because they just weren't in the market to buy." #

Vacudyne Names Geren

Vacudyne Corp., Chicago, developer of environmental test chambers to stimulate flight into space and of the freeze-drying process for the food industry, has appointed Geren Advertising, Chicago, to handle its advertising.

Caesar Knight Proud Greenaway

COCKTAIL PARTY—*At the Thursday evening opening cocktail party of the fourth district AFA meeting, John S. Knight, editor and publisher of the Miami Herald, talks with C. James Proud, AFA president; Paul R. Greenaway, governor of the fourth district; and Jack R. Caesar, president, Advertising Club of Greater Miami.*

Edward Meehan, 68, Retired 'South Bend Trib' Ad Exec, Dies

SOUTH BEND, IND., May 2—Edward J. Meehan, 68, manager of general advertising of the *South Bend Tribune* for 31 years before his retirement in May, 1960, died in his home of a heart attack April 25. Mr. Meehan joined the *Tribune's* advertising department in 1922 and was with the daily until his retirement, except for a short interval as advertising manager of the South Bend Lathe Co.

HARVEY C. STOCKING

BRIDGEPORT, CONN., May 2—Harvey C. Stocking, 70, who retired in 1959 as vp of Samuel Croot Co. (now Croot & Brant), New York agency, died April 29 in Bridgeport Hospital.

WILLIAM A. SCHROEDER

ELIZABETH, N. J., May 2—William A. Schroeder, 77, ad consultant here for 40 years, died April 29 at Alexian Brothers Hospital after a long illness. Mr. Schroeder retired three years ago.

ALVIN REGENSBURG

NEW YORK, May 2—Alvin Regensburg, 53, former assistant ad manager of Brown & Gravenson, New York agency, died April 30 at the Cross Country Hospital, Yonkers. Mr. Regensburg was formerly ad manager of Abramson's Department Store, in Flushing.

DONALD WALTON

NEW YORK, May 2—Donald Walton, 62, an ad representative of the *Long Island Press* for 20 years, died yesterday at Kew Gardens General Hospital, Queens.

ADRIAN HEAD

WESTPORT, May 2—Adrian Head, 60, who retired from Maxon Inc., New York, last year, died yesterday at his home. Mr. Head had held a top marketing position at the agency, where he had been since 1953.

He had been with J. Walter Thompson Co. for 25 years, including 17 years in its Canadian office, before returning to New York.

MILLARD H. PALMER JR.

CHICAGO, May 2—Millard H. Palmer Jr., 55, Chicago area advertising and sales promotion manager of Coca-Cola Co., died of a heart attack yesterday. Mr. Palmer had worked 31 years for the company in this area.

FRANK W. HUNT

TORONTO, May 2—Frank W. Hunt, 86, retired advertising executive, died April 26 at his home here. An American, he came to Canada in 1906 to join Massey-Harris Co. as advertising manager. Later he operated his own advertising business before joining Stevenson & Scott, where he remained until his retirement in 1953. Mr. Hunt had been president of the Toronto Advertising Club and an officer of the International Advertising Assn. During World War II, he served on the creative committee which prepared Victory Loan and War Savings Certificate advertising. #

B&B Names Murtfeldt Exec VP

Edward W. Murtfeldt, senior vp and management supervisor of international operations at Benton & Bowles, New York, has been named exec vp. He succeeds William R. Hesse, elected president of the agency April 26 (AA, May 1).

E. W. Murtfeldt

He joined B&B in 1947 after serving as advertising manager of General Foods' Post division for seven years. Before that, he was an editor and writer on *Popular Science* and an editorial writer on the first edition of the Columbia Encyclopedia.

John Day Joins WBAI

John F. Day, previously vp in charge of news of CBS News, has been appointed exec vp of the Pacifica Foundation, replacing Terrell Drinkwater, who resigned. Mr. Day also has been named to the new post of general manager of WBAI, New York. Pacifica is a non-profit organization which operates three listener-supported radio stations—WBAI, KPFA, San Francisco, and KPFK, Los Angeles.

'Metalworking' Adds 2

William H. Baldwin, formerly with Sutton Publishing Co., and Arnold T. Suhart, formerly a manufacturers' representative, have been added to the sales staff of *Metalworking* by Cahners Publishing Co. Mr. Baldwin will be located in New York, and Mr. Suhart in Cleveland.

Barrett, Yehle Form Agency

Dwight H. Barrett, formerly an account executive of Martin Fromm & Associates, Kansas City, and Karl J. Yehle, formerly pr director of Valentine-Radford Advertising, Kansas City, have formed Barrett/Yehle Advertising & Public Relations, 2836 Main St., Kansas City.

'Show' Sets Direct Mail Push

Show, New York, the new magazine of the performing arts, which will make its debut in September, has launched a pre-publication direct mail subscription campaign. Bert Garmise Associates, New York, is handling the campaign.

75% of Industrial Advertisers Have No Ad Objectives

(Continued from Page 2)

frustration on the part of industrial advertising managers relative to their contribution to company success." Many said that advertising is looked upon as a thing apart from the company's over-all marketing effort—"and the advertising budget is looked upon expediently or opportunistically in the light of immediate events, rather than from the long-term point of view."

Mr. Sargent added that more than one ad manager stated that advertising is viewed as something of a necessary evil rather than a creative marketing tool.

"Generally, we found much too little recognition among top management and marketing people of the long-term aspects of advertising. There is vacillation and argument—and somebody gets a hot idea for this year's program that eventually turns out to be not so hot—all because the long-term program is not tied together with the thread of agreed-upon objectives or goals."

■ In some companies, a "serious four-way communications problem" was found, among top management, marketing or sales management, advertising management, and the agency. In one company, the survey found, the "non-written marketing objectives" had actually changed, but, due to lack of communications, the advertising had not been revised to reflect this change. This was particularly the case with new product introductions.

In a few cases, objectives were regarded as "longhair" or "egghead" stuff, possibly all right for the very big companies, but not for the average company. In other companies, no one had been assigned responsibility for setting ad objectives, "although the responsibility for setting budgets and programs usually is."

■ Probing a little deeper, the survey indicated that in a fair number of cases the ad manager himself "was at fault in not exhibiting the proper qualities of business or marketing statesmanship."

Several top management people had spelled out this complaint in these terms: "We'd welcome the establishment of objectives by our advertising department. Our ad manager is an excellent technician, interested heavily in layout, media schedules and the like, but he doesn't show any evidence of a broader management viewpoint as to objectives and results. Because of this, it's been necessary for top management to play a major part in the budget and generally to oversee and control the advertising activity."

Mr. Sargent suggested that the ad manager could do more to improve his stature in his company by trying "to stop being so much of a technician and becoming more of a strategist."

Another key reason for the lack of clear advertising objectives was the difficulty of measuring industrial advertising effectiveness, the study indicated. #

Beeman Retires from Goss

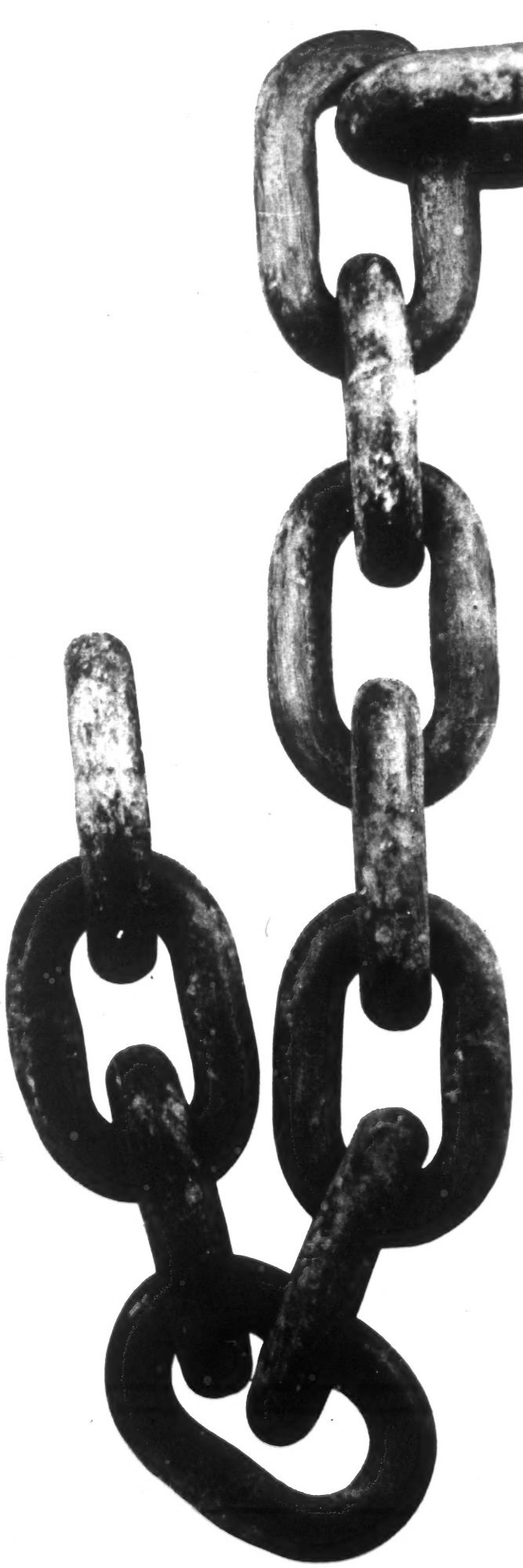
Otis Beeman, consultant for Goss Co., Chicago printing equipment manufacturer, has retired from the company. A retired Young & Rubicam employe, he had set up and operated the Goss communications center, handling advertising, publicity, technical literature and employe communications.

Nielsen Covers Austria

A. C. Nielsen Co., Chicago, has extended its retail index services to Austria, the 14th country served by one or more Nielsen divisions. Consumer sales measurements will begin July 1. The new subsidiary has its main office in Vienna. It will be under the general supervision of Justin Power, managing director of Nielsen's continental and Australian operations.

Dallas Ad League Elects Watts

George J. Watts, vp in charge of advertising and public relations, Republic National Bank of Dallas, has been elected president of the Dallas Advertising League. Other new officers include Bill Wagley, exec vp; John A. Scott Co., 1st vp; John R. McCarty, vp, Frito Co., 2nd vp; and Neal Hall, director of advertising and public relations, Lone Star Gas Co., secretary-treasurer.



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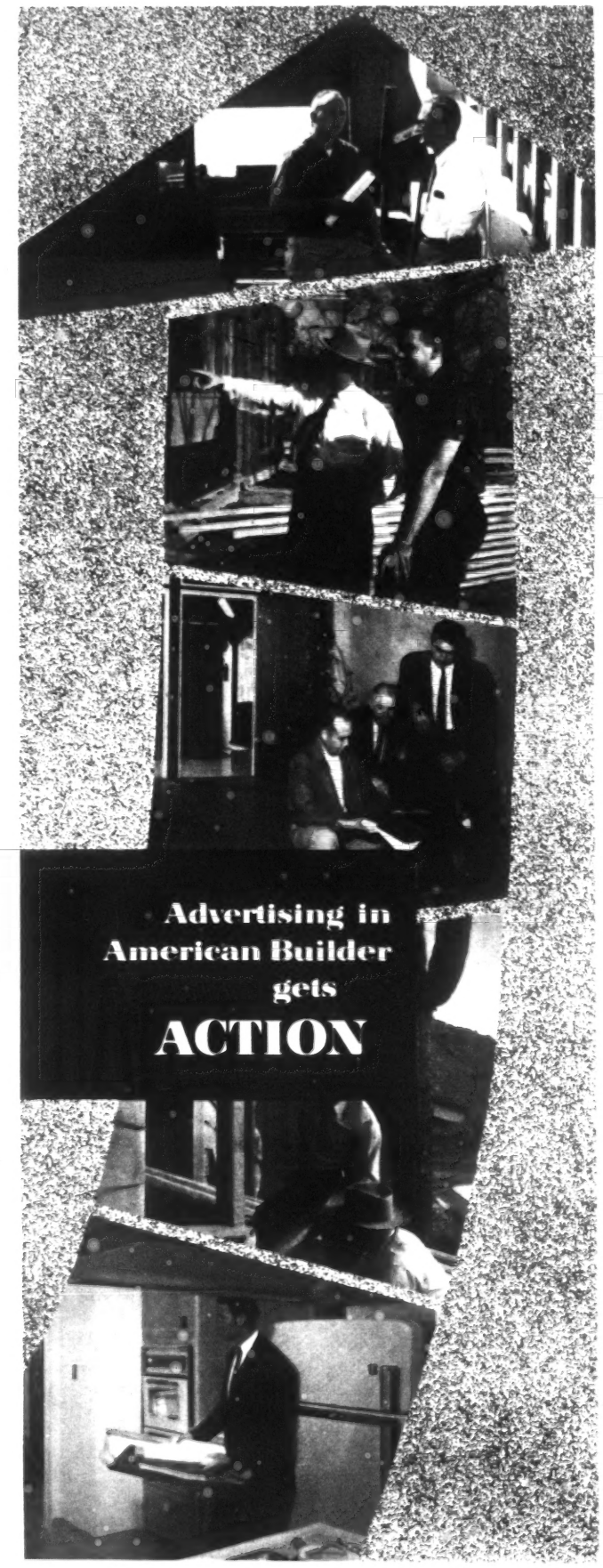
LOS ANGELES COVERAGE

The Los Angeles Copley Newspaper Group

is your connecting link with key communities adjoining Los Angeles proper. The Los Angeles Copley Newspaper Group includes eight dailies and their 18 shoppers, covering key communities. Total ABC circulation: 95,544. Total shopper distribution: 406,085. Total Group package: 501,629. They're all yours with one order, at a discounted flat line rate of $1.50, or a bulk discounted rate (5,000 lines or more within one year) of $1.40 a line. For details, ask any representative of WEST-HOLLIDAY CO., INC.
(Nelson Roberts & Associates)

LOS ANGELES COPLEY NEWSPAPER GROUP: ALHAMBRA POST-ADVOCATE • El Monte Post-Advocate • Alhambra Post-Advocate Shoppers • BURBANK DAILY REVIEW • Burbank Review Shopping News • CULVER CITY STAR-NEWS & VENICE EVENING VANGUARD • Culver-Palms Advertiser • Mar Vista Advertiser • Venice Advertiser • Baldwin Hills Advertiser • GLENDALE NEWS-PRESS • Glendale News-Press Shoppers • MONROVIA DAILY NEWS-POST • Monrovia-Duarte News Advertiser • SOUTH BAY DAILY BREEZE (Redondo Beach, Palos Verdes, Torrance, El Segundo, Manhattan Beach, Hermosa Beach) • South Bay Breeze Advertisers • South Bay Breeze Peninsula Advertiser • SAN PEDRO NEWS-PILOT • San Pedro News-Pilot Advertiser

"THE RING OF TRUTH" Copley Newspapers



because...

American Builder is read by the builders on the way up

The active, versatile, younger builders are the first to accept new ideas, fast to try new products. Nobody knows better who these men are than lumber dealers, building supply distributors and other such local companies. These companies find it in their own interest to *pay* to get American Builder to the promising, "up-and-coming" *buying* builders in their areas.

THE BUSINESS BOOK FOR BUILDERS

AMERICAN BUILDER • A SIMMONS-BOARDMAN TIME SAVER PUBLICATION • 30 CHURCH STREET, NEW YORK 7

CONFIDENCE —*Bruce and Beatrice Gould, editors of Ladies' Home Journal, are confident their publication will win out over its arch-rival, McCall's.*

Maybe 'McCall's' Threatens 'Journal,' but Bruce & Bea Gould Don't Think So

NEW YORK, May 3—How the advertising and circulation war between *McCall's* and *Ladies' Home Journal* will end is still anybody's guess, but here is an estimate of the situation, as seen from the Curtis command post occupied by Bruce and Beatrice Gould, and told to ADVERTISING AGE's "battle correspondent."

Bruce: "The first quarter of 1961 marked the highest circulation in the history of the *Journal*, and as far as we know, the highest of any women's magazine, bar none. Two issues were sellouts at the newsstands. Newsstand sales in the first four months of 1961 have averaged 200,000 greater than the corresponding issues of 1960. Anyone claiming that this is 'marginal' circulation is just not telling the truth."

Beatrice: "March and April hit over 7,000,000. Two issues in a row over 7,000,000 is indicative of a trend. Herb Mayes has said *McCall's* will get 11,000,000. We feel that's rather unlikely for a women's book, but if *McCall's* reaches it, we will, too. We have a wonderful magazine."

Bruce: "*McCall's* hasn't passed us."

Beatrice: "Advertising men strive to see a trend even before it's there. They got the impression *McCall's* passed the *Journal* in a breeze. It passed us momentarily, but this is not a trend. [1960 figures: $31,545,000 from 1,102 pages of advertising for *McCall's*; $28,263,000 from 928 pages for the *Journal*. In 1959: $20,263,000 from 801 pages for *McCall's*; $30,798,000 from 1,081 pages for the *Journal*.] We regret the loss of advertising, but our position is so good, our magazine is so good, that this is probably a temporary thing."

Bruce: "I don't know if Mr. Mayes will continue to let his art director run his magazine. Art directors are necessary, and they're part of the advertising picture. But you are trying to communicate to *readers*, and when you allow the art director to erect obstacles you will pay a penalty. Obstacles? Oh, things like overprinted tint blocks."

Beatrice: "All smart people on Madison Ave. turned away from tint blocks and the like a long time ago. They got burned."

Bruce: "Yes, once Storched twice shy [Otto Storch is *McCall's*' art director]."

Beatrice: "Women want beauty and use. They look at *McCall's* and say, 'There is nothing in that page to study—or use.' We won't print pictures that are only beautiful. The stunning photograph is not enough. The woman reader must be able to ponder over it and be able to use something from it."

Bruce: "It's all right for an art director to want to make a picture —but then you need a directing editor."

Beatrice: "We feel it would be silly to take no cognizance of the hullaballo on Madison Ave., and you can always improve your own situation. That's why we've named Tom Heck to coordinate our art direction."

Bruce: "We're not going to take lessons from *McCall's* art direction, so we're not going to move that way."

Beatrice: "We keep changing the book all the time, so Mr. Heck's appointment doesn't signal any great, sudden change at the *Journal*."

Bruce: "It's more likely that *McCall's* will turn in our direction."

Beatrice: "They're already doing it, trying to get more words in the book. Mr. Mayes has been quoted as saying *McCall's* was designed to attract the eye of Madison Ave. and that now he was going to return to the readers . . . ."

Bruce: "It's about time."

Beatrice: "They've had us off base promotionally, but that's no longer true, and it will be increasingly less true in the months to come. Our promotion is going to be more specific in relating our excellences. We're going to tell our story. If it's competitive, it will just lend life and interest to the scene."

Bruce: "*McCall's* has had to throw a lot of dough into promotion. We've been sitting on our circulation. It could easily have gone up any time in the past. *McCall's* was getting 12½¢ to our 17½¢ a copy on new subscriptions, but we haven't had any trouble going ahead. On April 18 our subscription price was reduced to $3 a year and thus became directly competitive with *McCall's* for the first time on a one-year basis. We will still, however, be getting 50% more than *McCall's* for each additional year."

Beatrice: "Our advertising has not been what you'd call good. *McCall's* offered bargain rates. The cut-rate business is a pretty tough proposition. It attracted customers."

Bruce: "If Madison Ave. were run by women, we'd get so much advertising we couldn't take it all."

Beatrice: "Advertising follows excellence. We've done a more serious, more solid job. We're putting out a magazine women can believe in, and that's what we intend to keep putting out. I think it's wonderful that the women's field is getting so much attention, but the *Journal's* future is very secure. The advertising will come; the *Journal* is the magazine of excellence."

Bruce: "Maybe Madison Ave. will join our women readers; they can't lick them." #

Dallas Spring Show to Sell Cars, as Well as Exhibit 'em

DALLAS, May 2—A new type of show will make its debut in Dallas when the *Dallas Times Herald* and the Dallas Market Center open this city's first Spring Auto Market in Market Hall May 6-14.

The unusual feature of the auto exhibit is that cars will be sold, not just shown. More than 25 Dallas car dealers and six other exhibitors, including banks, insurance companies and air conditioning retailers are participating. There'll be 500 new and used cars, all makes and models, on display for immediate sale to the public.

All facilities for completing sales will be available: Trade-in car appraisers, bank finance officers, insurance representatives, car salesmen and demonstrators and dealer closing booths which are private, curtained areas for handling the transactions. Shoppers who bring the titles to their old cars with them can drive away from the show in a new car.

■ *Times Herald* is supporting the event with ads and editorial coverage. One of the Sunday sections on May 7 will have a color cover devoted to it. Amusements, auto, travel and business staff writers give it coverage.

KRLD-TV has scheduled four 20-second and two eight-second spots daily from April 30 to May 14. Over the same period KRLD has scheduled 30, 20 and 10-second radio spots for a total of 40 a week.

The Market Center is running two-color, 1,000-line ads in the *Times Herald* daily, April 30 through May 4, with a full page on May 5. The center has bought 475 outdoor boards—250 six-sheets, 125 three-sheets and 100 24-sheets.

Sam Bloom Advertising Agency is the agency. #

'Tape' Magazine to Bow; Names Gilbert & Felix

Tape Reporter Inc., New York, headed by Richard E. Ekstract, owner and publisher, has named Gilbert & Felix, New York, to handle advertising for a new magazine, *Tape*, to bow in June.

The 5½" by 8½" book will have an initial guarantee of 100,000, and will be sold in bulk to dealers for distribution. It will retail at 25¢ per copy. The b&w page rate will be $600. Mr. Ekstract is ad manager.

Keefe Joins Cudahy as Advertising Manager

Jerry Keefe has joined Cudahy Packing Co., Omaha, as manager in charge of advertising and sales promotion. Mr. Keefe was formerly general sales promotion manager of Oscar Mayer & Co., Madison.

Jerry Keefe

At the same time, Robert H. Maher has joined Cudahy as a technical assistant to the vp of sales and merchandising. Mr. Maher was formerly a customer liaison and technical sales representative of Anchor Hocking Glass Corp., Lancaster, O.

FAMILY AFFAIR—*This four-color ad will appear as the center spread in the May 27 issue of The Saturday Evening Post. It shows three generations of a redheaded family browsing among the many home products of the Borg-Warner family, ranging from air conditioning to bathroom fixtures. The ad will appear later in other publications. Clinton E. Frank Inc. is the agency.*

Motor Vehicle Registrations in

★ TUCSON ★

10 YR. GAIN 91,726 — UP 171% — SINCE 1950

TOTAL 1960 REGISTRATIONS 145,356 ★ 108,007 PASSENGER CARS

The Arizona Daily Star MORNING & SUNDAY

If you want to cover Arizona the Star and Citizen are a must

Tucson Daily Citizen EVENING

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

Washington Apple Growers to Vote on Ad Assessment Boost

YAKIMA, WASH., May 2—A proposal that Washington State apple growers increase from 5¢ to 6¢ a box the assessment they pay for advertising will be put to a referendum vote in June at the request of the Washington State Apple Commission, promotion agency for the industry.

The extra 1¢ a box would raise approximately $225,000 a year and would bring to approximately $1,350,000 the revenue to the commission in an average crop year. Revenue from the short crop of 1960 totalled only $885,000.

In calling for the referendum the commission reported that present funds are inadequate for promotional, advertising and merchandising demands. Robert W. Johnston, secretary-manager, said. Ballots will be mailed to 5,000 growers; the result will be decided by a simple majority of those who vote.

■ In explaining the commission's recommendation for an increase, C. E. Thayer, chairman of the commission, said:

"Since 1957, the time of the last increase, all promotional, advertising and merchandising costs have increased approximately 6% per year, so that the proposed increase is needed to mount the same program we had four or five years ago.

"We are faced with increasing competition for display space in ads and in stores. From 1957 to 1960 supermarket items have gone up from 5,000 to 6,000 in number for the average store.

"Sunkist has increased its advertising budget from $3,247,000 to $5,000,000 this current season. Florida Citrus upped its budget. The banana industry raised its advertising figure from $3,000,000 to $3,500,000. New York and Virginia apple groups have also made an increase."

The Commission's advertising is handled by Cole & Weber, Seattle.

Katz Adds WRGB; Harrington Adds WCKT

Harrington, Righter & Parsons, New York, has been named to represent WCKT, Miami, while Katz Agency has added WRGB, Schenectady, effective July 1, 1961. Both stations have been represented by NBC Spot Sales, which must cease handling non-owned tv stations. ADVERTISING AGE erroneously reported last week that the station acquired by Harrington, Righter & Parsons was WRGB. The Schenectady station is the third from the NBC-TV camp to name Katz. The others were WAVE-TV, Louisville, and KSD-TV, St. Louis.

DO YOU READ BETWEEN THE LINES?

Your customers certainly do. When a hi-fi enthusiast studies your catalog, he sees more than just text and pictures. Unconsciously he is reading between the lines for evidence of your company's character. He looks for the quality image that only a good printer can help you achieve. Select your printer carefully — and early in the planning stage. Very likely he will specify a Warren paper, because he'll get better results — and so will you. S. D. Warren Company, 89 Broad Street, Boston, Mass.

Fine printing papers for advertising literature and the publishing of books.

Warren's HIGH STANDARD printing papers make a good impression

Roggers Kelly Sternberger Waterfield Murdoch Perry Oakley Osborn Hoban McGee Miller Hall Jackson Berman Carmosin

WINNERS—*These are winners and runners-up in eight categories of the "Women in Advertising" competition of the Philadelphia Club of Advertising Women. Seven are from N. W. Ayer: Maureen Murdoch; R. Terry Oakley; Frances G. Miller; Jeanne Jackson; Gloria Waterfield; Frances Osborn; and Hazel McGee. The others are Janet Sternberger, Inquirer; Tana Hoban, Hoban-Gallob; Jane Roggers, Bouvitt-Teller; Sally Cook Kelly, Buckley Organization; Laura Perry, Lee Ramsdell & Co.; Rene Hall, Snellenburgs; Mira Berman, Lavenson Bureau of Advertising; Mary Carmosin, Hahnemann Hospital.*

Canada Dry to Push Canned Beverages; Can Suppliers Push All Canned Soft Drinks

NEW YORK, May 2—The canned soft drink industry, which last year rang up sales of 800,000,000 units, a 49.6% increase over 1959, can count on advertising support from all sides this summer.

Canada Dry, for instance, is running a six-page, full-color schedule in *Life* and *The Saturday Evening Post*, plus newspaper ads in 50 to 60 markets, to promote its canned drinks. The campaign, Canada Dry's "single biggest effort" in the field, will cost the company about $350,000, according to F. E. Benson, ad manager of Canada Dry's carbonated beverage division. The push will be backed by extensive point of sale support.

Suppliers of soft drink cans are also getting into the act. U. S. Steel, for example, has set a 25-market campaign for canned soft drinks, using ten 1,000-line ads in 31 newspapers, half in color, and a No. 50 outdoor showing in each city. The ads show the various brands of soft drinks available in each market.

Eleven consecutive "U. S. Steel Hour" programs will show a total of 20 canned drink commercials in 134 cities (AA, April 17).

■ American Can Co. and Continental Can both have co-op arrangements with buyers of their cans, whether franchised bottlers or soft drink companies. Both American and Continental allow 5¢ per case of 24 cans for advertising and promotion expenses.

This summer Continental Can plans to devote one of its monthly color spreads in *Business Week*, *Fortune* and *Time* to canned soft drinks.

American and Continental each circulate a newsletter to retailers and bottlers to alert them to new merchandising and promotion ideas in the industry. American's "MiraCan Merchandiser," for instance, tells bottlers in its spring issue that through February MiraCan sales are up 58% over the comparable period last year, for a total of 31 consecutive monthly increases. Continental's "Canned Foods Merchandiser Digest," which goes to 100,000 supermarkets, devoted its April issue to canned soft drinks.

Coca-Cola and Pepsi-Cola have yet to embark on national advertising for cans, presumably since a national effort would involve too much waste circulation. Coke says 300 of its bottlers distribute the drink in cans, while Pepsi estimates that a third of its 530 bottlers handle cans, with half of them expected to take on cans by 1962.

Coke considers canned soft drinks more or less a "special event" package, and not competitive with bottles. "It's not a great at-home package as yet," a Coke spokesman said.

Pepsi, on the other hand, has prepared a canned soft drink kit for its bottlers, complete with radio spots, ad mats and point of purchase material. The ad mats feature Pepsi's "Think young" national ad theme, but the mats have been changed to show cans. Some of the national radio spots set for the May 27 through Aug. 6 period will promote Pepsi in cans.

■ Dr. Pepper Co. has offered its bottlers a co-op program devoted to its product in cans. National advertising, however, subordinates Dr. Pepper in cans to the bottled beverage, which produces about 98% of the company's volume.

Dr. Pepper expects it will be able to offer the beverage in cans to all of its 400 bottlers before the end of the year and projects that about 75% of them will then avail themselves of the opportunity. At the present, 54% of Dr. Pepper bottlers who have the canned drink available are distributing it, the company said, pointing out that the bottlers in the case of canned drinks act only as distributors, the canning being done for the company by special contractors. This is typical industry practice, Dr. Pepper executives said.

■ Seven-Up Co. also has advertising material on drinks in cans available for optional use by its "developers" (bottlers). It has declined to reveal the percentage of the bottlers handling its product in cans.

Although canned soft drinks account for only 3% of industry sales, trade sources point to the fact that every major soft drink company now puts out its product in cans. *National Bottlers' Gazette* reports that 43% of bottlers say they are currently handling one or more flavors of soft drinks in cans, compared to 1959's 24.9% figure.

■ J. M. Mathes Inc., New York, is the Canada Dry agency. Batten, Barton, Durstine & Osborn handles the U. S. Steel, Continental Can and Pepsi accounts. G. M. Basford Co. services American Can, and McCann-Erickson is the Coke agency. Grant Advertising handles Dr. Pepper, and J. Walter Thompson Co. has the Seven-Up account. ≡

Frank Organization Offers Monthly Syndicated Service

Peter Frank Organization, New York, has launched Formatic Radio, a new monthly syndicated service for radio stations. The service includes program and production aids, such as station identification and program jingles, news bulletin introductions, musical backgrounds for newscasts, weather casts and sports shows, and hi-fi sound effects.

Certain features, such as call letter and dial frequency themes, will be custom-tailored to each subscriber station. Another facet of the service will be a merchandising plan which enables subscribers to obtain prizes and giveaways at wholesale prices. The aids will be produced by Stars International and distributed by Richard H. Ullman Inc., both divisions of Peter Frank Organization.

Richardson to Launch Push

Thos. D. Richardson Co., Philadelphia, will use two-color ads in the May issue of *Family Circle* and in the June issue of *McCall's* and *Woman's Day*, to promote its party patties, jellies, pastel mints and after dinner mints. A series of ads is also scheduled in *Candy Industry*, *National Candy Wholesaler*, *Supermarket News* and the *Confectioner*. Richard A. Foley Advertising Agency, Philadelphia, is the agency.

'Suburbia Today' Names 2

Jack D. Rehm has been promoted from the sales staff of *Suburbia Today* to New York advertising manager. James A. Schulien, previously assistant to the sales promotion director of Washington National Insurance Co., has been named merchandising manager of *Suburbia Today*.

Nielsen Network TV

Two Weeks Ending April 2, 1961

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	24 Hours in a Woman's Life (Revlon, CBS)	18,901
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	18,760
3	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	18,713
4	The Real West (Savings & Loan Foundation, NBC)	17,634
5	Rawhide (Participating sponsors, CBS)	16,274
6	Marineland Circus (Minute Maid, Tupperware, NBC)	15,946
7	Purex Specials (NBC)	15,477
8	Danny Thomas Show (General Foods, CBS)	15,102
9	Andy Griffith Show (General Foods, CBS)	15,055
10	The Untouchables (Several sponsors, ABC)	14,961

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	24 Hours in a Woman's Life (Revlon, CBS)	40.3
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	40.0
3	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	39.9
4	The Real West (Savings & Loan Foundation, NBC)	37.6
5	Rawhide (Participating sponsors, CBS)	34.7
6	Marineland Circus (Minute Maid, Tupperware, NBC)	34.0
7	Purex Specials (NBC)	33.0
8	Danny Thomas Show (General Foods, CBS)	32.2
9	Andy Griffith Show (General Foods, CBS)	32.1
10	The Untouchables (Several sponsors, ABC)	31.9

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	17,400
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	15,430
3	Danny Thomas Show (General Foods, CBS)	14,117
4	Andy Griffith Show (General Foods, CBS)	14,070
5	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	13,742
6	24 Hours in a Woman's Life (Revlon, CBS)	13,695
7	Candid Camera (Lever Bros., Bristol-Myers, CBS)	13,413
8	Rawhide (Participating sponsors, CBS)	13,367
9	Purex Specials (NBC)	13,132
10	The Real McCoys (Procter & Gamble, ABC)	12,944

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	37.1
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	32.9
3	Danny Thomas Show (General Foods, CBS)	30.1
4	Andy Griffith Show (General Foods, CBS)	30.0
5	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	29.3
6	24 Hours in a Woman's Life (Revlon, CBS)	29.2
7	Candid Camera (Lever Bros., Bristol-Myers, CBS)	28.6
8	Rawhide (Participating sponsors, CBS)	28.5
9	Purex Specials (NBC)	28.0
10	The Real McCoys (Procter & Gamble, ABC)	27.6

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

** Homes reached during the average minute of the program.

Newspaper Preprint Color Ad Sales Company Formed

NEW YORK, May 2—Three newspaper representatives have joined forces with a hi-fi preprint publisher to sell and service the rolled-fed wallpaper-style designs to advertisers, agencies and newspapers.

The representatives are the Branham Co., Katz Agency and Moloney, Regan & Schmitt. Preprint & Publishing Service Inc., which calls its hi-fi "Color I," is the publisher. Here's how they intend the plan to operate:

1. The three representatives have set up a separate company, Preprint Sales Development. It will charge newspapers who "join" (by running hi-fi) 35¢ per page per 1,000, with a maximum charge of $150 and a minimum of $25 for any one-page insertion. Preprint Sales Development will handle billing for the newspapers.

2. Preprint Sales Development will enter into a sales contract with Preprint & Publishing, which will contact agencies and advertisers; each of the three representatives will contribute "$15,000 by June 1" to Preprint Sales Development which, in turn, will pay this to Preprint & Publishing for its sales services.

Preprint & Publishing will not recommend specific newspaper markets to advertisers; it will simply take orders on an "over-all basis" (printing, shipping, and space). Or an agency can handle these phases on its own.

■ Preprint said it found some newspapers using hi-fi were offering rates lower than b&w r.o.p. It also said that because newsprint is furnished, an allowance to advertisers would be "logical." Studies revealed that newsprint costs a newspaper between $1.50 and $2 per page per 1,000, the company said.

"It is our thinking that hi-fi can be sold at b&w r.o.p. rates—less a newsprint credit of $1 per 1,000 to the advertiser."

The company said distribution of 15,000,000 hi-fi preprints would cost approximately $250,000 for production, shipping, and space. A Sanka coffee ad run has already exceeded 23,000,000, and other advertisers have proposed runs of 40,000,000, according to the company. ≡

Westinghouse Opens Drive

The lamp division of Westinghouse Electric Corp., Bloomfield, N. J., is currently running the largest marketing program in its history. Ads feature the division's new caricature salesman, Lamp Lighter, who resembles the new shaped Westinghouse light bulb. Net tv and spot tv is being used, plus displays and point of sale material.

ROLL 'EM—*Kal Kan Foods, Los Angeles, used three-column ads like this on April 27 in the Colorado Springs Gazette, Denver Post, Pueblo Chieftain and Rocky Mountain News, to introduce its meat ball pet food. Fuller & Smith & Ross is the agency.*

Newspapers in L.A. Area Join to Battle Metropolitan Dailies

LOS ANGELES, May 2—Smaller newspapers in Southern California are about ready to do competitive battle with the larger metropolitan dailies here, as well as with other media.

In an announcement put out recently, Southern California Local Area Newspapers Inc. said it has signed up 27 members and has established temporary headquarters in Hollywood.

The new media association also announced it is seeking new members among publishers of paid or controlled dailies, weeklies and semi-weeklies.

■ According to Harlan Palmer Jr., publisher of the *Hollywood Citizen-News* and a plankholder in the new group, the association will function as a kind of regional Bureau of Advertising and will do most of its competitive fighting on the flipcard front. Member newspapers, Mr. Palmer said, will support the group via an assessment of $1.50 on each 1,000 circulation and in turn will be provided with "intensive research, standardization of area newspaper information and promotion, sales training clinics and in-paper promotions.

"This new organization will provide the framework for the free exchange of ideas, concerted actions in the advertising field, and a central clearing house of general information concerning the only true grass roots news media, the local area newspaper," he said. #

Hubert Adds Lakeside Mfg.

Thomas J. Hubert Advertising, Cudahy, Wis., has been named to handle national advertising, sales promotion and pr for Lakeside Mfg., Milwaukee, manufacturer of stainless steel carts and accessories for schools, hospitals and restaurants.

Carson/Roberts Adds Account; Names Four

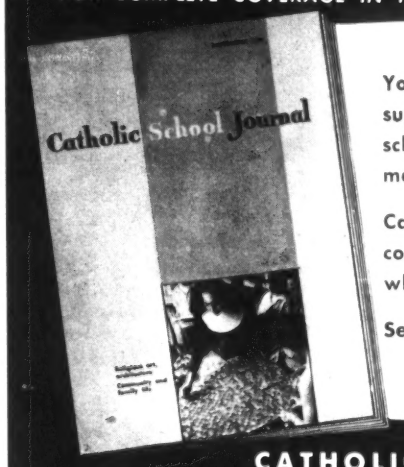
Carson/Roberts, Los Angeles, has been appointed to handle advertising for Electric & Musical Industries, a subsidiary of Capitol Records and a new company in the U.S. Both Capitol and EMI/U.S. are subsidiaries of EMI Ltd., Great Britain.

Carson/Roberts also has added four members to its copy and art staff. They are George Rappaport, formerly with Fletcher Richards, Calkins & Holden, and Vance Johnson, former free-lance artist, art directors; Pat Blackwell, formerly with Box Cards Co., assistant art director; and Dan Greenburg, formerly with Lansdale Co., a copywriter.

Kossack Adds Two

S. J. Kossack & Associates, Tucson, has been appointed to handle advertising for the Arizona Assn. of Insurance Agents and the Tucson New Car Dealers Assn.

FOR COMPLETE COVERAGE IN THE RECESSION-PROOF CATHOLIC SCHOOL MARKET



You can't turn off the equipment and supply needs of more than 5,000,000 Catholic school children. Here is an independent growth market unaffected by economic fluctuations.

Catholic School Journal reaches the greatest single concentration of Catholic educators and administrators who must meet the needs of this growing enrollment.

Send Today for Brochure and Sample Copy

CATHOLIC SCHOOL JOURNAL
400 North Broadway • Milwaukee 1, Wisconsin

MEET THE WOMAN IN THE TEAM AT THE TOP!

"Secretarial competence is essential to the smooth functioning of a large, diversified organization such as ours, particularly at the executive and policy-making level," says Alan G. Rude, President of Universal C.I.T. Credit Corporation, New York, leading finance company. "My secretary, Mrs. Patricia M. Kerrigan, contributes significantly to our efficiency through her attention to details and her sound judgment." Talk to executives in most large business organizations, and they'll tell you that they rely on the sound judgment of their secretaries—especially in selecting office supplies and equipment. No wonder that last year 168 companies advertised to America's secretaries in TODAY'S SECRETARY, the only ABC-audited publication in the secretarial field. More than 151,000 paying subscribers get it, read it, act on it—and 345,000 pass-along readers see it every month, too. Ask your secretary to phone or write for your copy of TODAY'S SECRETARY's Fact File—and see why you should have these influential members of the management team rooting for your product.

TODAY'S SECRETARY

...the magazine that sells the secretary – sells the boss

A GREGG-McGRAW-HILL PUBLICATION • 330 WEST 42ND STREET, NEW YORK • LONGACRE 4-3000

'Hernia-Size' Units Gain Most in West . . .

Like Topsy, Grocery Packs Keep Growing

Murtha Says Trend Is Brand Loyalty Measure; 'Sophistry,' Says Schroeter

By Rance Crain

NEW YORK, May 2—Whether it be an effort on the part of manufacturers to offset brand loyalties, or a demand on the part of consumers reflecting more space and more money, most marketers agree: The trend toward bigger packages and multiple packages continues to mushroom.

For instance, Warner Lambert products division will come out later this year with a family pack of Listerine toothpaste. Minute Maid is testing a six-pack of frozen orange juice. General Mills is testing a large package of instant mashed potatoes in Iowa. Libby, Seabrook and Birds Eye are all testing family-size polyethylene bags of frozen foods. Burry Biscuits is marketing a new 2 lb. bag of cookies. And several companies are testing ½ gal. and 1 gal. plastic jugs of bleach.

The stepped up interest in larger and combination packages reflects the demand of consumers, according to most marketers. Larger families, more disposable income, bigger kitchens, more storage space, better packaging protection, a price advantage with larger sizes—all combine to emphasize bigger packages.

■ A few experts, however, cite another reason for ballooning packages. "The midnight oil is being burned to try to overcome brand loyalties and get consumers to buy larger sizes," Joseph Murtha, vp of Lippincott & Margulies, explained. "In the unplanned purchase areas, such as candies, cookies, snacks and beverages, people are playing the variety route," he said.

If you can sell 'em twice as much, they'll stay out of the stores twice as long, the packagers reason. In an age of greater consumer "sophistication," in which brand loyalties are becoming passe, manufacturers concede they can hold buyers only by stocking them up and hustling them out of the store, ADVERTISING AGE was told.

■ A. C. Peckham, exec vp of A. C. Nielsen Co., pointed out that manufacturers once introduced new packages in the smallest size possible. Nowadays, he said, a product often bows in the medium size, then goes to king size. Then, when it's firmly established, it's offered in a smaller size.

The basic premise, the Grocery Manufacturers of America explains, is to sell "what the consumer will buy." Products go through "normal stages of evolution," then level off at the most convenient and popular package size. For instance, when instant coffees were new, they were introduced in 2 oz. jars, a size which required "no great commitment" on the part of buyers.

The move to larger jars reflected consumer acceptance of instants, GMA points out. Latest instant coffee figures, supplied by the Pan American Coffee Bureau, show that the 6 oz. size accounts for 49% of sales, and the 10 oz. size accounts for 23%. In 1959, the 10 oz. jar was only 2% of instant coffee sales, and the 6 oz. jar accounted for a whopping 70%.

Latest figures for other sizes are 2 oz., 9%; 5 oz., 3%; 8 oz., 6%; over 10 oz., 2%.

■ The same trend toward larger sizes is also evident in regular coffees, the bureau said. Last year's figures show that 65% of all regular coffee was sold in 1 lb. cans; 25% sold in 2 lb. cans; 9% in 3 lb. cans. On the greatest upturn is the 2 lb. size, as shown by the fact that only 14% of regular coffee volume was sold in the 2 lb. can in 1956 and 76% in the 1 lb. can.

Other evidence: Based on share of tonnage figures of 13 brands with large package sizes, consumers made 23% of their purchases in large package sizes in 1956, 28% in 1958 and 31% in 1960, according to Nielsen.

Harry Schroeter, National Biscuit Co.'s director of advertising, termed the move toward larger packages "a national phenomenon." He said his company is marketing a 2 lb. box of soda crackers in the Midwest and added an 18-biscuit shredded wheat package to its 12-biscuit line in Canada.

■ "I've heard an awful lot of rationalization and sophistry on why consumers want bigger packages," Mr. Schroeter said.

"It has nothing to do with brand loyalties. It's what people want." He also cited the consumer's willingness to tie up his money as another factor in the trend.

The trend toward "hernia-size" packages, as one disgruntled soap marketer called them, got its start in rural areas and in the West, where manufacturers think nothing of selling 100 lb. bags of dog food.

In urban areas a high mobility rate and scarcity of space combine to keep packages smaller. Even so, General Foods has been selling Maxwell House coffee in the 2 lb. size in New York for about a year, and recently the company made Yuban available in the city, "if grocers ask for it."

Wesson has moved to a 2 qt. jug of its salad oil in the cities, and Jell-O is selling family-size packages in urban areas.

■ The swing to multiple packaging has caught on big in the candy industry. One out of every five candy bars is sold in multiple units, including three-packs, six-packs and even ten-packs, according to Proctor Coffin, general sales manager of Necco Candies, Boston.

"Multi packs help a manufacturer get more visibility in the big gondola display," he said. "Single bars are lost in these displays, while multi packs help broaden the number of facings and visibility of the product."

Mr. Coffin pointed out that supermarkets now account for the sale of one of every four bars marketed. To give secondary items more glamor and boost them onto supermarket shelves, he said, more and more manufacturers are turning to variety packs, both in plastic bags and trays and via overwraps.

S&W Conducts Newspaper Campaign to Push Coffee

S&W Fine Foods, San Francisco, is currently running a campaign for its S&W coffee on the Pacific Coast. The campaign, which will continue through Dec. 10, features page ads on alternate weeks in Sunday supplements in the *Los Angeles Times; Los Angeles Examiner; San Francisco Chronicle; Seattle Post-Intelligencer; Portland Oregonian*, and the *Portland Journal*, plus twelve 1,000-line ads in the *Sacramento Bee*. Simultaneously, S&W is promoting its canned foods line through a concentration of television spot commercials in principal Pacific Coast markets. Doyle Dane Bernbach Inc. is the agency.

Conner Katerndahl Lane Payne Bowler

SMILE?—*New officers of the Rocky Mountain Council of the Four A's are Richard Katerndahl, Campbell-Ewald, chairman; Cecil Conner, Conner Advertising, vice-chairman; and Holden Bowler, Harold Walter Clark Inc., secretary-treasurer. Named chairmen of special committees were Bill Payne, Harold Walter Clark Inc., public relations; Bradley Lane, Bradley Lane Advertising, educator relations; and Walter Schump (not shown), Walter Schump Advertising, advertising improvement.*

North American Set to Test Norelco Service Plan

North American Philips Co., New York, will test a service plan using Western Union telegraph offices in San Francisco as pickup points for damaged electric Norelco shavers, beginning May 1. Les Taufenbach Co., San Francisco, manufacturer's representative and service agency for Norelco shavers, will participate in the test, along with two centrally located Western Union offices.

For 75¢, customers with damaged Norelco shavers can deposit them at either of the Western Union offices. If shavers are left prior to 11 a.m. Norelco promises one day service. The 75¢ service charge, to be paid in advance, will cover Western Union's delivery and pickup charges for taking the shavers to the Norelco service shop. Any further service charges are to be paid on delivery of the repaired shavers.

Minnesota Outdoor Bill Dies

A bill, providing control of outdoor signs within 660' on 700 miles of interstate highways to be built in the next 10 years, died in the recent regular session of the Minnesota legislature, when the senate finance committee refused to bring up a house-passed bill for special consideration.

Lever Bros. Sets New Lineup of TV Shows on CBS, ABC

NEW YORK, May 2—Lever Bros., which left NBC-TV in a dispute over time and show assignments, has lined up replacement tv programs on CBS and ABC.

Set for the fall nighttime schedule are alternate half-hours of the following:

ABC—"Calvin & the Colonel" (J. Walter Thompson Co.) and "Corrupters" (Batten, Barton, Durstine & Osborn).

CBS—"Defenders" (Ogilvy, Benson & Mather), "Have Gun, Will Travel" (JWT), "Jack Benny Show" (Sullivan, Stauffer, Colwell & Bayles) and "Candid Camera" (JWT).

Both ABC shows are new; three of the CBS shows are renewals, while the "Defenders" is a replacement for "Checkmate." The total for the 1961-'62 season is about the same as for 1960-'61.

■ Lever left NBC when "The Price Is Right" was moved to a new time and the network turned down Lever's choice for a Wednesday time spot, an Audrey Meadows situation comedy, in favor of a new Joey Bishop program. Procter & Gamble immediately moved in to share the Bishop telecast with American Tobacco Co. Lever's replacement on "Price" will probably be P. Lorillard Co. and American Home Products Co.

■ Other new business at the networks: El Producto cigars as summer co-sponsor of the ABC fights, with incumbent Gillette; Miles Laboratories as backer of five-minute, five-a-week Kuklapolitan series if NBC can clear the time, and the Bell System for two or more "CBS Reports," the first business this advertiser has placed on this network. #

NEW IN LONDON—*London Press Exchange, one of Britain's largest agencies, will move into the imposing structure depicted in this architect's sketch when the building—not far from LPE's present headquarters on St. Martin's Lane—is completed. A post office will occupy the ground floor; LPE's 1,200-plus employes will take over the remainder of the building.*

'Business Week' Offers New Short-Notice Ad Service

Business Week has begun to offer advertisers a new short-notice ad service in which the magazine will accept two pages of announcement ads each week. Advertisers may now schedule insertions up to 4 p.m. Monday of the week of publication. Plates must be delivered no later than 1 p.m. Tuesday. The new service does not affect *Business Week's* usual 19-day closing schedule for r.o.p. ads. Acceptable units under the new setup will be either b&w non-bleed pages or b&w spreads with gutter bleed only. All plates must be complete, and no corrections or changes are possible. Charge for the service will be 10% extra, and will be commissionable.

3 Denver Ad Groups Establish Colorado Ad Scholarship

The Advertising Club of Denver; Assn. of Industrial Advertisers, Denver; and the Denver Art Directors Club have established an advertising scholarship at the University of Colorado, Boulder. To qualify for the Colorado advertising scholarship, a student must be nominated by the faculty of the college of journalism. The recipient is to be selected on the basis of general academic aptitude and interest in making a career in advertising.

Kraft, Smith Names Aylard

Kraft, Smith & Ehrig, Seattle, has appointed Donavon L. Aylard art director. Mr. Aylard was formerly with Steve Johnson & Associates, Seattle art studio.

Coming Conventions

*Indicates first listing in this column.

May 7-10. National Assn. of Broadcasters, annual convention, Sheraton Park and Shoreham Hotels, Washington, D. C.

May 8-9. Direct Mail Advertising Assn., West Coast conference, Statler Hotel, Los Angeles.

May 8-10. Assn. of Railroad Advertising Managers, annual convention, Royal Orleans Hotel, New Orleans.

May 11. Assn. of National Advertisers, workshop on International Advertising, Hotel Plaza, New York.

May 14-17. National Sales Executives, annual convention, San Francisco.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

*June 11-14. National Assn. of Direct Selling Companies, 47th annual convention, La Salle Hotel, Chicago.

June 11-23. Advertising Federation of America, third annual management seminar in advertising and marketing, Chatham Bars Inn, Cape Cod, Mass.

June 12-14. Poster Advertising Assn. of Canada, Chantecler Hotel, Ste. Adele, P.Q., Canada.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

June 21-25. National Editorial Assn., annual convention, Hotel Utah, Salt Lake City.

June 25-28. Annual sales promotion convention, National Retail Merchants Assn., Mount Washington Hotel, Bretton Woods, N.H.

June 25-28. New England Newspaper Advertising Executives Assn., summer meeting, Mount Washington Hotel, Bretton Woods, N. H.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 25-29. National Advertising Agency Network, annual management conference, Broadmoor Hotel, Colorado Springs.

June 25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Aug. 1-4. Fourth annual Advertising Age Creative Workshop, Palmer House, Chicago.

Aug. 18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

Sept. 8-10. Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines.

Sept. 11-17. Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago.

Sept. 20-22. International Advertising Assn., European Conference, Madrid.

Sept. 21-23. Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa.

Sept. 30-Oct. 1. Ohio Daily Newspaper Advertising Executives Assn., annual advertising clinic, Fort Hayes Hotel, Columbus, O.

Oct. 10-13. Direct Mail Advertising Assn., 44th annual convention, Statler Hilton Hotel, New York City.

Oct. 12-14. National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 22-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood By-The-Sea, Fla.

Oct. 28-31. National Automatic Merchandising Assn., convention and exhibit, Conrad Hilton Hotel, Chicago.

Nov. 2-4. Assn. of National Advertisers annual national meeting, The Homestead, Hot Springs, Va.

Nov. 6-8. Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

Nov. 7-9. Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago.

Nov. 15-17. Television Bureau of Advertising, annual meeting, Statler-Hilton, Detroit.

Loudon Boosts Three

Henry A. Loudon Advertising, Boston, has appointed John F. Norris account services manager, Robert D. Hall Jr. industrial accounts supervisor and Kenneth J. Garland consumer accounts supervisor. Mr. Norris, account executive, joined the agency in 1959. Mr. Hall, prior to joining Loudon in 1961, was vp and director of technical products marketing at Grant Advertising. Mr. Garland joined the agency in 1957 as an account executive.

'San Mateo Times' to Offer C-I-D Plan; Names Miller

Effective July 1, the *Times*, San Mateo, Cal., will offer a continuity-impact-discount plan and a bulk linage contract discount plan. The C-I-D plan will offer discounts ranging from 4% to 16% for 300, 600, 1,000 1,500-line and page ads. The bulk plan will offer 5% discounts at 10,000 lines, 7% at 20,000 lines, 10% at 40,000 lines and 15% at 80,000 lines. The 22¢ general open rate will remain unchanged.

At the same time, the *Times* has appointed Gerson Miller, formerly promotion manager, national advertising manager.

Burlingame-Grossman Adds 2

Burlingame-Grossman, Chicago, has been named to handle advertising for Acepak Inc., Chicago, contract packaging specialist, and Karstrom Co., Chicago, manufacturer of Spe-Dee package fillers. Both companies previously placed advertising direct.

FRIGIDAIRE COMMERCIAL WINS AT AMERICAN TV COMMERCIALS FESTIVAL

A 50-second Frigidaire dealer commercial, created and produced by the Niles organization, won a "Best of Category" award at the national television competition in New York last week. Niles has been honored with 30 top awards this past year alone. For creation and production of your next television spot campaign, write or phone . . .

FRED A. NILES PRODUCTIONS, INC.

1058 W. Washington Blvd. • Chicago 7

In Hollywood: 650 N. Bronson

"Well, we decided one thing, anyhow:
we include Huntington-Charleston and WSAZ-TV."

MORE AND MORE sales and advertising managers are putting the HUNTINGTON-CHARLESTON market on their must-buy lists. Reasoning: This *Dynamic Circle* pulls together 72 counties in 4 states, an area of concentrated industrial might in the heart of the "American Ruhr" region of the great Ohio Valley. The two million industrious people who live here earn $4 billion in annual payrolls. WSAZ-TV is the only *single* advertising medium that covers the nearly 500,000 TV homes in the area. For this market was *created* by WSAZ-TV's power and programming. Your Katz Agency man will be glad to tell you more.

WSAZ-TV
HUNTINGTON • CHARLESTON

CHANNEL 3 NBC

COUPLE—*R. Lonsdale-Hands and wife, Helena, pose before her portrait.*

Versatile Adman . . . Richard Lonsdale-Hands

Richard Lonsdale-Hands, chairman of Greenly's Ltd., leading London agency, and head of the integrated marketing organization that bears his name, will have a one-man show in New York this month.

R. Lonsdale-Hands

The Hirschl & Adler Galleries will present some 60 Lonsdale-Hands paintings in this first U.S. exhibition of his work. The show, set for May 16 through June 3, will include oil paintings, water colors and pastels.

■ Mr. Lonsdale-Hands, who began painting in 1947, first made his mark in Britain as an industrial designer. He formed his own company in 1937 and quickly became one of the foremost British designers.

■ In the past 10 years, he has put together the Lonsdale-Hands Organization, a group of interrelated companies covering all phases of marketing—advertising, pr, market research, package design and international marketing—as well as interior decoration. Greenly's Ltd. is the agency wing. The Lonsdale-Hands Organization reported a billings total of $16,272,000 for 1960.

Mr. Lonsdale-Hands is known in the package design field for the clean, modern look of his output. In his painting, the word he himself favors as characterizing his work is "simplicity."

The 46-year-old artist has been quoted as saying that he turned to painting to escape from "the whims of a client" and to create something "that justifies itself and will survive for its own sake." At the opening of his London show last year he said, "There is a great need in art for a return to the simplicity of first principles."

■ Mr. Lonsdale-Hands, who will be in New York in connection with the exhibit, has also expressed dismay at the relative lack of popularity of British artists.

"I do not grudge French artists the tremendous adulation which has come to them in the past decade or so," he said. "If Italy and Spain have produced some of the greatest masterpieces of traditional art, certainly the ateliers of Paris deserve credit for guiding the revolution in art from 1850 onwards.

"But British talent in painting did not die with Gainsborough and Constable. Yet, if one were to judge by the private collections of the U. S., and their museums of modern art, there is hardly a British artist of moment in the present century.

■ "I do not believe this to be the case. I believe that Walter Sickert, Graham Sutherland and Matthew Smith—to name but three—will be assessed by future generations as great world artists by any standards. The French, in my view, are enjoying supremacy at this moment because, to put it vulgarly, they know how to put themselves across."

'SIMPLICITY'—*Mr. Lonsdale-Hands' "Arrotino," done in '59, is a pastel drawing of an Italian knife grinder.*

DESIGNER—*Mr. Lonsdale-Hands stands proudly in front of some of the British consumer packages his company has designed (left). At right, he sits in solitary dignity in a corner of the "operations control room" of Commonwealth House, his London home office.*

Thompson Names Macdonald

Thompson Newspapers, Toronto, has appointed Ian H. Macdonald deputy chairman and a member of the board of directors, effective June 1. Mr. Macdonald was previously general manager of the Canadian Daily Newspaper Publishers Assn.

Latham-Tyler-Jensen Adds 1

Archer-Daniels-Midland, Minneapolis, grain processing and chemical company, has appointed Latham-Tyler-Jensen, Chicago, industrial design company, to assist its marketing department in developing a corporate identity program.

Net TV Gross Time Billings

1960 vs. 1961

Source: TvB Figures from Leading National Advertisers and Broadcast Advertisers Reports

	February			January-February		
	1960	1961	% Change	1960	1961	% Change
ABC	$12,677,110	$14,939,180	+17.8	$ 25,937,120	$ 30,837,490	+18.9
CBS	22,977,171	21,249,563	— 7.5	46,454,529	44,144,418	— 5.0
NBC	19,923,712	21,281,048	+ 6.8	40,904,609	44,312,166	+ 8.3
Total	$55,577,993	$57,469,791	+ 3.4	$113,296,258	$119,294,074	+ 5.3

MONTH BY MONTH—1961

	ABC	CBS	NBC	TOTAL
January*	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	21,249,563	21,281,048	57,469,791

Parts of the Day

	February			January-February		
	1960	1961	% Change	1960	1961	% Change
Daytime	$16,748,040	$19,652,659	+17.3	$ 33,988,614	$ 40,631,438	+19.5
Mon.-Fri.	13,705,355	16,211,964	+18.3	26,974,901	33,229,758	+23.2
Sat.-Sun.	3,042,685	3,440,695	+13.1	7,013,713	7,401,680	+ 5.5
Nighttime	38,829,953	37,817,132	— 2.6	79,307,644	78,662,636	— 0.8
Total	$55,577,993	$57,469,791	+ 3.4	$113,296,258	$119,294,074	+ 5.3

*January, 1961, figures revised as of April 20, 1961

Success Overseas Brings Top Post at Colman, Prentis & Varley to Cort

(Continued from Page 3)

national area, its growth at home has lagged behind the gains racked up by other London shops.

In 1960, Colman, Prentis billed $16,800,000 in London, compared with $14,700,000 in 1959, but the agency has recently lost a number of important accounts. It dropped Goddard's waxes, British European Airways, Harvey's wines, Findus frozen foods, Aquascutum rainwear, Charnos hosiery, French & Scott hair preparations, Philip Morris, Sobell radio and Sunblest bread. More recently, it lost Shell motor oil.

These losses were only partially offset by the addition of Yardley's men's toiletries, Greek National Tourist Board, Braemar knitwear, Kayser-Bondor hosiery and Susan Small fashions.

■ The agency is well-connected politically. During the election campaign of 1959 it handled advertising for the victorious Conservative Party—and this represented the first time an agency had been hired in Britain by a political party. In addition, CPV's public relations subsidiary, Voice & Vision, has represented the British African territory of Rhodesia.

When Mr. Cort came aboard 10 years ago, CPV had only two small offices overseas—in New York and Caracas. It now has 12 foreign offices flying the CPV flag, and its international billings now exceed $25,000,000.

In other words, CPV now has more billings overseas than at home. With the exception of three U.S. agencies (J. Walter Thompson Co., Interpublic Inc. and Young & Rubicam), there is no agency with more international business than CPV.

A good chunk of the international billing is concentrated in the two thriving CPV offices in Italy and Venezuela.

Mr. Cort is credited with building this international empire and hopes are high at CPV that he can effect a similar transformation in London.

Leslie Cort comes as close as you can get to being an "international adman." He has worked for only two companies in his entire business career, but his face and name are known wherever advertising is carried on.

■ Born in the Yorkshire city of Hull, Mr. Cort went to Hull Grammar School and the University of Grenoble in the south of France before joining Reckitt & Colman, which is headquartered in Hull.

He joined Reckitt & Colman in 1921 and went to work directly in the advertising department. In 1925, he became overseas advertising manager, a post which at that time was a parttime job for one man.

Reckitt & Colman (the parent company of R. T. French in the U.S.) became a pioneer in the international field. Its overseas business today dwarfs its British volume, and Mr. Cort was intimately involved in this worldwide expansion.

■ Mr. Cort eventually supervised marketing programs in 87 countries. As he himself says, "I've probably had the privilege of firing and hiring more agencies all over the world than any other man."

It was this knowledge of the world advertising scene that CPV bought when it lured Mr. Cort from Reckitt & Colman in 1951. He proceeded to put the agency into the international business by artful combination at the local level. With one exception, CPV holds majority control in all its overseas offices. However, in virtually all of its overseas operations, CPV allows local management to have stock in the local company.

"No agency has a monopoly of business knowledge," Mr. Cort says. "We bring the international know-how, but we never insist on 100% ownership. We have found

Nuts about Nelson. Why?

ADMIRATION NELSON

NUTTY AD—*E. Regensburg & Sons, New York, sparked a big drive for Admiration Nelson cigars which began April 24 with b&w page ads like this in New York newspapers.*

that the quality of work relates directly to local management."

■ Mr. Cort has exported British advertising know-how to CPV offices all over the world, much as J. Walter Thompson Co. has built up overseas offices with infusions of personnel from New York. It is common to find a London art director or copy chief in temporary residence in a CPV outpost.

James Teale, who organized the CPV office in Iran, is now in Caracas, and Bill Shelton, formerly in Caracas, is now in Colombia. Ted Anson, formerly in Paris, now heads CPV's liaison office in New York. British adman Ray Thompson has made CPV the biggest agency in Italy.

■ Mr. Cort, who is a director of of every CPV office where it is possible for a foreigner to hold a directorship, believes strongly in the local office operation rather than an international service which relies on associate relationships with other agencies. He points out that an agency with local offices is better equipped to service the "larger client," who goes in for local autonomy.

"This is a worldwide trend that has been going on for many years," he notes.

Mr. Cort has two daughters and two sons. One daughter, married to an American, lives in Greenwich Village; the second daughter is married to a dentist in Scotland; his oldest son is in Dover College; and the youngest is still in prep school. ■

'Asia Magazine' Names Black, Fellowes-Gordon, Three Others

Asia Magazine, English-language newspaper supplement to be launched in Hong Kong in October (AA, Apr. 3), has appointed Bruce Fellowes-Gordon European advertising director. Mr. Fellowes-Gordon, formerly on the London advertising staff of *Time International*, will be headquartered in London. At the same time, George M. Black, formerly creative director of the Frankfurt office of J. Walter Thompson Co., has been named to represent the publication on the European continent, headquartering in Frankfurt.

Other appointments include Gene Gately, formerly projects manager of the Pacific edition of *Newsweek*, Far East advertising director; Toshio Suzuki, formerly production manager of *Time-Life International* in Tokyo, production manager; and Dilip Chowdhury, Italian designer who has held posts with several Bombay agencies, art director.

Finkle Appointed Milbury

Lee Milbury, who recently was appointed director of marketing of Albert Finkle Co., Trenton, N.J., has been named executive assistant to Albert Finkle, president. Prior to joining Finkle, Miss Milbury was head of the marketing research division and assistant to the general manager of Lenox Inc., Trenton.

Beeco, Century Merge

Beeco Inc., Chicago, manufacturer of point of purchase advertising materials, and Century Industries, Chicago, both subsidiaries of Bienenfeld Glass Corp. of Illinois, have merged. Beeco will now be known as the Beeco division of Century Industries.

Raker to 'Nation's Business'

C. Frederic Raker Jr. has joined the advertising sales staff of *Nation's Business*, New York. Mr. Raker was formerly with *Progressive Farmer*.

Burrelle's
Established 1888
Clipping Analysis

Now...Get Concise, Periodic Reports

Burrelle's prompt and thorough clipping service has long supplied P R Directors with clippings from daily and weekly newspapers, magazines and trade papers.

Now, in addition, Burrelle's offers *Professional Clipping Analysis* — confidential, interpretive, statistical reports sent to you each month. This new service . . .

. . . gives management impressive, comprehensive evidence of your accomplishments.

. . . keeps you posted, helps you establish even more effective future P R programs.

. . . relieves your staff of time-consuming details.

Phone us today or drop us a note—so that we can discuss with you how *Professional Clipping Analysis* can best serve your needs.

BURRELLE'S PRESS CLIPPING BUREAU
165 Church St., New York 7, N.Y. — Phone BArclay 7-5371
SALES OFFICES
1868 Columbia Rd. NW, Washington 9, D.C., COlumbia 5-1757
Magee Bldg., Pittsburgh 22, Pa., COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill., WAbash 2-5371
1456 N. Crescent Hts. Blvd., Los Angeles 46, Calif., OLdfield 6-0304

ANNOUNCING

BEGINNING IN SEPTEMBER

3 separate publications
for greatest advertising impact in rural
KANSAS – OKLAHOMA – TEXAS
each with
SPECIFIC, LOCALIZED EDITING!

Effective with the 50th Anniversary of The Farmer-Stockman, this popular publication will become *three* separate farm magazines, serving three great farming and stockraising states:

- The OKLAHOMA Farmer-Stockman
- The TEXAS Farmer-Stockman
- The KANSAS Farmer-Stockman

During the past 50 years, The Farmer-Stockman has helped many advertisers improve their position in Oklahoma and Texas. It will continue to do so. And beginning September, we can serve you likewise in Kansas!

Commercial Advertisers may use these three publications individually or all of them at a lower combination rate. Rate card No. 22A shows separate rates for Oklahoma and Kansas.

50th Anniversary The Farmer-Stockman 1911-1961

For space reservations or additional data—write, wire or phone your nearest Farmer-Stockman office.

The Farmer-Stockman
OKLAHOMA CITY • DALLAS
J. H. Hunter, Advertising Director

SALES OFFICES
CHICAGO 11, SUperior 7-6145, 400 N. Michigan Avenue, Lee Hainline, Mgr.
NEW YORK 17, MUrray Hill 4-3340, 420 Lexington Avenue, Joe Paulsen, Mgr.
OKLAHOMA CITY 1, CEntral 2-3311, 500 N. Broadway, Bill Pullen, Mgr.
DALLAS 5, LAkeside 1-3121, 4321 N. Central Expressway, Alex McCommas, Jr., Mgr.

ABC · STATE and LOCAL FARM PAPERS · APA

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Timken Ads Are Politicking, Not Trying to Create Better Business Climate, He Claims

To the Editor: Your April 24 issue contains a fine story about Timken Roller Bearing Co. and its efforts to deduct the costs of certain ads against government (Internal Revenue) protests. I admire your factual description of the battle; I certainly could not maintain such impartiality.

In simple and blunt terms, the Timken ads do not correspond to the claims the company has been making about them. Rather, they are faintly disguised politicking. Only the most naive freshman could believe that Timken is offering to "create a more favorable climate for . . . business operations; (2) to promote better relations with employes . . . " Unless, of course, they are trying to ingratiate themselves with the John Birch Society.

Actually, even a superficial analysis reveals these themes: (1) wages, that is higher wages, are the primary cause of inflation, (2) unions demanding higher wages are responsible for our inflation, (3) government spending is also contributing to our economic ills, and (4) employes, if given the chance, would discard their unions.

First of all, such a simple and limited philosophy not only ignores the facts, it tramples on them. The whole nature of our economy since World War II cannot be disposed of in such pat phrases. What of the myriad factors including the Cold War and the Hot War, changing consumer patterns, new products and services, added processing costs and even higher profit margins. Moreover, some economists claim that a rise of 0.5% to 1% (a year) is not inflation but rather a gently rising plateau. It all depends on where and what you view the rise from.

But most important of all, the argument is one of *politics*, not business. And the basic rule is that product advertising should steer clear of politics. Even if company executives would like to broadcast their personal or even corporate political philosophy, they have no right to demand that such propaganda be viewed as tax-deductible advertising. If they want to sponsor politics, let them take space under a party banner.

Timken's fate should be a warning to utility groups and other industries seeking to mix ballots with ballyhoo and call it advertising.

Jack Godler,
New York.

• • •

Public Bases Dim View of Admen on 'Misinformation'

To the Editor: On the heels of the enlightening AD AGE study which projected the image of the advertising man to his peers and others outside the business, some conclusions are in order.

The concept of unfamiliarity with another's way of life has given rise to the "grass is greener" philosophy.

In this case, the grass is more yellowed, in the minds of those who look through the knothole in the fence.

There is also a normal tendency to form conclusions about areas of our lives which are only superficially investigated. Where the normal mind should remain forever a seeking, grasping, curious organism—as is the child's mind—many of us have substituted convenient stereotypes. All the answers are obvious; we don't have to waste time thinking about them.

Since advertising people conduct only social intercourse (for the most part), with people outside the business—a natural way of doing business—there is every reason why many outsiders are uninformed. Note the confusion about the difference between advertising and public relations which nine out of ten cannot define!

However, one of the most damaging causes of the public image of advertising must lie on the shoulders of the recalcitrants or fame-seekers who have debased the business that made them. The writers, novelists, article purveyors, each of whom boasts a greater or lesser degree of experience and repute, have popularized the image that people wish to believe anyway.

From Wakeman's "The Hucksters" through Packard's "Status Seekers" have flowed thousands of venomous impressions which have been eagerly lapped up by non-advertising people and those in the business, alike.

Whenever we hear the business we are in being depicted in a certain light, we cannot fail to lend a certain amount of credence. Our public relations business parallels advertising in that both utilize the concept of repetition, of repeated impressions to achieve a point in the minds of the public we are trying to reach.

The many books, articles and films, plus the tremendous word-of-mouth reaction had to impress those in and out of the business.

It will be interesting to see if the planned public relations program which advertising is embarking upon can modify some of these beliefs. It would appear that it will take at least as long to un-sell the made-up minds as it did to sell them on the unworthiness of advertising.

A sidebar result of the survey certainly does point up some glaring aspects of banking. Possibly this is one bit of solace our advertising friends can take.

Donald Young,
President, Donald Young Associates, Chicago.

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To the Editor: "Why are we so unloved?" asks AD AGE, and hurt and puzzled readers seem to echo the question . . .

For the simple answer let's examine the "image" of ourselves we have "created" (to use once more two rather over-used cliches).

1. Our "Creation" Claim. In a world of intellectual followers we have set ourselves up as innovators, advising our employers and our neighbors to leave their old ways and follow ours—daring to advocate change in a society that takes comfort in tradition. And not only daring to do this, but calling ourselves the only group competent to provide the new forms, and expressing the loftiness of our ability by arrogating to ourselves this verb literally applicable only to the work of God!

2. To Our Employers. Questioning the very methods by which they have succeeded, and urging them to spend millions on advertising techniques which probably seem silly to them and which can never be measured precisely, when all their own training and instinct is to prowl through their plants finding ways of saving fractions of pennies per unit; setting out enormous advertising budgets which to many of them probably seem like sacrifices to an unknown malevolent god in whom they only half believe—but whom they resentfully mollify by offerings made through our priesthood.

3. Intellectually. Men have continually rebelled against governments and religions which have made them conform by fear or force. (The American compulsion to despise all politicians is a result of this hate of being ruled.) But we supposedly possess a far greater and potentially far more evil power—that of changing men's minds without their even knowing about it! To the uninitiate the implication of all our techniques (climaxing finally in the last straw of subliminal advertising) must seem the most dreadful thing in the history of the world—the power to change opinion without the knowledge of the victim!

Within the lodge we know all too well both from training and from bitter experience how small our powers really are—but in the light of this picture we (who are self-professed experts in image building) have caused or at least allowed to reach the public, the wonder is not that they do not love us, but that they have not taken us out and burned us at the stake!

Gene Sullivan,
Creative Director, Physioc Associates, Far Hills, N.J.

• • •

'Redbook' Gained 26.3 Pages in First Four Months of 1961

To the Editor: In ADVERTISING AGE's April 17 issue, your report of consumer magazine linage indicates that *Redbook* ran 148.3 pages of advertising in the first four months of 1961, a net loss of 3.7 pages from the same period of the previous year.

Actually, *Redbook* ran 178.3 pages in this period, representing a net gain over 1960 of 26.3 pages.

This was obviously a typographical error. But, I'm sure you will understand that our pride in *Redbook's* steady and continuing progress leads me to want to set the record straight.

Austen Ettinger,
Assistant Publisher, *Redbook*, New York.

• • •

Reader Picks Tussy Ad as One That He Can Do Without

To the Editor: Here is a copy block from a Wieboldt ad in last night's (April 19) *Chicago Daily News*. I must admit the copy is imaginative:

> "Keep a guardian angel up your sleeve with Tussy deodorants . . . Tussy are the only deodorants in the world so creamy they *give your underarms a facial* . . . "

But to my way of thinking it's the sort of advertising we can do without.

Martin Sheridan,
Admiral Corp., Chicago.

• • •

Correct 'Incorrect' Grammar Is Losing Ground to 'Correct'

To the Editor: I sympathize with Vance Arbuckle ("Voice of the Advertiser," April 10) in his crusade for correct "incorrect" grammar in advertising. He must be a lonely old man.

You see, Mr. Arbuckle, the basic problem of a copywriter is to communicate with his audience. It would be nice if he could always use incorrect English grammar to accomplish this. But people break traditions (and trends). They create new ones.

Perhaps this is unfortunate. Perhaps an imperfect, illogical grammatical structure once existed, and we're corrupting it. The point is this: That structure *no longer* exists. A slightly different grammatical structure with slightly different rules exists, simply because people use it.

As a result, the copywriter must rely more on his old high school grammar instructor than on Professor Fries.

I fell in love with my high school grammar instructor. When she was 79 and I, at 41, having passed my greatest period of creativity, we was married in the old school's gymnasium.

No, Mr. Arbuckle, yours is not a mutual disagreement with Miss Rogers. I toss my ring into her hat.

Dick Stites,
McCormick-Armstrong, Wichita.

• • •

Spots Are Remembered Better Than a Long Speech

To the Editor: Re: Harry W. McMahan's precis of the new Rosser Reeves book and his citing of Reeves' unequalled success with Eisenhower's spots [AA, April 17] —is it not possible for Mr. McMahan to understand the difference between a spot and a speech? Is it so difficult to recognize the reason why Eisenhower's spots "rang the bell at 91%" playback, while Stevenson's speeches got only 8%?

To any such comparison, I say "poppycock" right back to Mr. McMahan. It would appear that even an illiterate 20-second spot on a dark screen delivered by a stutterer would be easier for the viewer to remember than a half-hour speech on an involved and difficult subject covered in a literate and thoughtful manner. I should think the latter might always have some playback difficulties, even had Mr. Reeves written it, a doubtful and frightening prospect.

If reducing the dialog between the governed and its government to 50 20-second spots in a world as complex and baffling as ours is, is "scientific clarification of communications," I hope I am not alone in wondering what would constitute "Madison Ave. manipulation" and "shrieking at its dangers."

Caryl Einhorn,
Promotion Department, ABC Radio, New York.

• • •

Henry Mayers Article Is of Worldwide Interest

To the Editor: Your editorial recommendation that Henry Mayers' presentation in your March 20 issue be studied was justified.

If propaganda is a form of advertising, it is apparently no longer true to say that the country most highly skilled in advertising is the U.S.; nor that U.S. investment in advertising is greater than that of the rest of the world combined as has been impressively claimed in recent years.

If the Soviet Union's dedication to worldwide propaganda with virtually no commercial advertising is not to triumph over U.S. dedication to commercial advertising with inadequate propaganda, Mr. Mayers' discussion is of profound and urgent interest not only to U.S. readers, but to a world audience . . .

David Hart,
Managing Director, Grant Advertising (Pty) Ltd., Johannesburg, South Africa.

Telephone Ads Seem Purposeless to Him

To the Editor: The attached two ads were torn from the Feb. 4 issue of *The Saturday Evening Post*. I wish somebody'd tell me the purpose of the ads. Are they meant to sell service? Stock? An idea? Or, are the ads trying to communicate with someone in outer space, say on cloud 9?

Sure, I suppose they do build "corporate image," whatever that is. Knowing how hard the stuff is to come by, I hate to see good money thrown away, especially when it's partly my money. No, I don't own stock in any phone company. But I do pay my phone bill. Which means that the cost of these ads will, in part, be tacked on to my future phone bills. *And for what?* How many readers of *SEP* really give a hoot about "The Boot's Best Friend" or, "Where was the Bell Telephone System?"

I can understand oil company ads or car ads, where there is competition for the consumer's dollar. But in case of phones, most of us have no choice as to which company we patronize. There is no competition for our dollar, so why the ads? Or, have the phone companies got so much money that they don't need to justify ads in terms of economics? These ads probably cost more than $25,000 each, just for the space. I think a lot of their patrons (and some legislators) would agree with me that the companies involved could better spend that same amount of money building new facilities so they can get some of the people off their over-loaded party lines.

Frankly, I doubt if the companies would be quite so willing to run this kind of an ad if they weren't guaranteed (by state commerce commission or other such body) a certain return on their investment. So they throw money away . . . who cares? All they need to do is add it onto our bills. And then use the cost of the ads to partially justify their plea for higher phone rates.

Seems to me this kind of advertising is just asking for the federal government to step in—because those of us who ultimately pay the bill get no tangible good from such ads whatsoever. All the ads do is push up the cost of phone service —without any improvement of same.

Maybe I've worked too long for an agency that creates "direct approach" ads that pay their own way, but any time I have to hunt for an ad's purpose, I think the client's money is being wasted.

M. H. Banner,
Normal, Ill.

• • •

Let's Convince Public School Teachers of Advertising's Value

To the Editor: I've just had an interesting experience—which has wide connotations for our entire business.

After a social studies teacher at a junior high school in White Plains, N.Y., had made some disparaging remarks about advertising to a class that included my

laughter, I was invited to talk to the group in rebuttal, about advertising.

It was an interesting hour. The youngsters were alert, interested and asked some good questions. I ran the gamut with them on the values of advertising to our economy through the Advertising Council campaigns.

When it was over, the teacher said, "Why don't you advertising people let us know what important and good things you do? Here I am instructing new consumers and you don't tell me or other teachers what you do to help our economy or our country."

She asked a question that I think the industry leaders in Four A's, ANA and AFA ought to answer and be concerned about.

Too much of our self explanation efforts are spent talking to ourselves at The Greenbrier or Boca Raton. On writing to ourselves in the trade and business press.

The new Four A's program seems to concentrate on "opinion leaders." But these are the same intellectuals and college professors who won't listen and won't believe the advertising story. Not only don't they want to, but in their circle it's not fashionable to admit advertising is anything but a tool to manipulate idiots. These "leaders" strictly conform to their adopted and self named level of intellectualism.

Let's concentrate on the teacher who's on the daily firing line. The teacher in junior and senior high schools who deals with the awakening mind of youth. And, incidentally, who can influence all youth, not just the minority (even if it is getting larger) who go on to college.

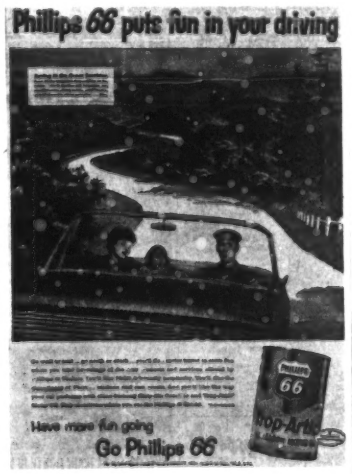
There are teachers who want to know more about our side of the advertising story. We have certainly failed to tell them. We'd better start soon.

Jack K. Carver,
Lennen & Newell, New York.

• • •

Phillips 66 Ad Doesn't Tell How It Puts Fun in Driving

To the Editor: I'd like to submit the enclosed Phillips 66 ad to the Creative Man as an example of the dullness and meaninglessness of too much of advertising. Here is about a 1,200-line ad which says nothing. "Phillips 66 puts fun in your driving," the head claims. I'd like to know how Mr. Phillips, his products or his dealers put fun in *my* driving! Does he remove some



of the morons driving 200-hp missiles from the highway? Does he find separate roads for the monsters that creep up the hills ahead of me, then highball it downgrade so that to pass is to pass on? Does Mr. Phillips have a magic formula for using those millions of dollars of tax to make smooth and wide roads out of bumpy, narrow cowpaths? Just what do he and his tired copywriter mean by "fun"?

If I were trying to project an image of Phillips—as this ad is trying to do, I guess—I'd make it damn clear to the reading motorist where he could expect to see the 66 shield—and I'd try, company policy permitting, to give him some special reason to wait for that shield and stop there. Most modern petroleum products for my car are about the same; I'd sure try to set Phillips 66 apart, somehow, some way.

Now for a bit of grammatical quibbling: In the Creative Man's column of April 10, the not-so-ubiquitous "whomever" crops up. I trust you have been properly chastised. This week, I let a label get through with "pesist" instead of "persist"—I never thought anybody read the things, but I've had questions or comments from five people!

Robert W. Lewis,
Creative Services Manager,
Dr. Salsbury's Laboratories,
Charles City, Ia.

CM's slip on "whomever" has been called to his attention by a considerable number of reader-grammarians.

• • •

Gasoline Retailer Holds Key to Brand Success in Market

To the Editor: I am surprised that Kenneth Groesbeck, in his recent piece, "Agency Judgment in the Spotlight" [AA, April 24], puts so little importance on the retail gasoline dealer, and so much on the company image.

There are dealers in every community in America who could quickly build a heavy gallonage on Kenneth Groesbeck gasoline—*if* they could be induced to carry such a brand.

Any number of records and investigations show that dealers switch from one company's brand to another, with little or no change in volume. Stations which have been miserable failures with well known brands under one dealer, suddenly become the most popular in town when the right dealer takes over.

Dealers with the right know-how, personality and knowledge of their customers can succeed with—or in spite of—bad service. It occurs all the time.

Many manufacturers in varied lines would be amazed how often a store salesman or woman will give the name of the distributor when you ask, "Who makes this item?"

No matter how well known we think a manufacturer to be, the local dealer *is* the public image in that community. Recent market research for one of the oldest names in American business revealed that the community image was wholly dependent upon the local dealer. In markets where a good dealer was at work, users, competitors, bankers, community leaders had high praise for the company. Where the dealer was a clunk, and the company has plenty, the local image was of a company on the way to the business Boot Hill.

Eugene Whitmore,
Unified Marketing Plans,
Lockhart, Texas.

• • •

'You Can't Search Them All,' Tyler Says Defending B&B Ad

To the Editor: John Sorensen of Little Rock caught us dead to rights on his prior use of the "fat-and-thin" reducing salon doors for a Benton & Bowles house ad [AA, April 24]. The idea evolved here during a three-way conversation between two art directors and a copywriter, and they thought they were first.

It never occurred to me to have it searched. And to tell the truth, I wouldn't have known where to look if I had.

However, we did have some qualms about the "shoeshine" ad shown here. It ran as part of the same series. The idea seemed vaguely familiar to several of us when first presented. So we had our library check *Reader's Digest*

A strong simple selling idea . . . dramatically presented

B&B

and several other publications, all of which assured us that they had never run it.

Now, as a result of this additional exposure, someone somewhere will probably pop up and say, "I did it first!" To him, or to them, we apologize in advance and hope never again to have an idea someone else had first.

Bill Tyler,
Benton & Bowles, New York.

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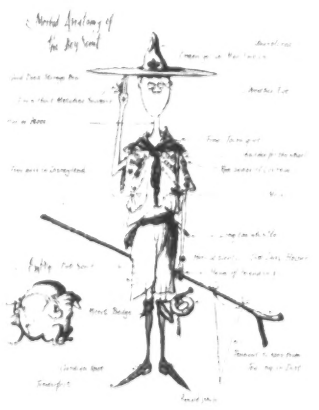
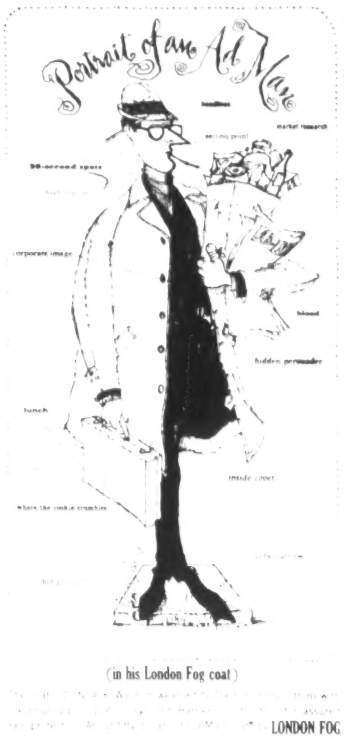
Ad Tries to Imitate the Inimitable Ronald Searle

To the Editor: On Page 40 of the April 24 ADVERTISING AGE, an advertisement for London Fog was shown with a rather complimentary reference to the agency which created the ad. Only in this case,



the agency showed more ability to observe and copy than to think and create.

I believe you will agree if you take even a superficial look at the proof from the February, 1958, issue of *Holiday*, showing a full page illustration by Ronald Searle.



(in his London Fog coat)

LONDON FOG

This is one of several such pages we have run and was, as far as we know, a technique developed by Ronald and the editors of *Holiday*.

The artist for London Fog might at least have had the grace not to copy Ronald's style (for one thing, he'll never come near being the artist Ronald is) and the calligraphy of the headline. Or if his powers of invention were so meager as to demand this, he at least should have given a credit line to Ronald Searle, or *Holiday*, or both.

Ted Patrick,
Editor, *Holiday*, New York.

• • •

Watch Editor Failed to Watch

To the Editor: Perhaps ADVERTISING AGE inadvertently underlined the reason for Bulova's recent agency switch. The ad illustrated in your article (April 17) is identified as an "ad for Bulova's $175 Accutron" when it is actually an ad for regular Bulova watches.

H. Bridgman Griswold,
Greenwich, Conn.

NEW YORK CITY'S
first new luxury hotel in thirty years

A Renaissance of the Arts of Hospitality

the SUMMIT OF NEW YORK
EAST 51ST STREET AT LEXINGTON AVENUE • PLAZA 2-7000
Robert Huyot, Vice President & General Manager

LOEW'S HOTELS, INC. • PRESTON ROBERT TISCH, PRES. • C. C. PHILIPPE, EXEC. VICE PRES.

B+C

. . . means

Bertsch + Cooper

. . . it also means Chicago's largest, complete typographic service facilities

Type faces used are:
Modified Venus Medium & Bertsch type 20B

Garfield Meehan Brown Gediman Nyland Nord

JOINT PROMOTION—*Six newspapers of the Albany-Troy-Schenectady area joined forces April 21 to promote the power of newspapers. Under a combined masthead, the six newspapers told their story to the entire membership of the Grocery Manufacturers Representatives of northeastern New York as a part of a GMR media seminar. Looking over the issue are Douglas Garfield, national advertising manager, Troy Record; William Meehan, national advertising manager, Albany Times-Union and Knickerbocker News; James Brown, national advertising manager, Schenectady Gazette; H. James Gediman, exec vp, Hearst Advertising Service; Larry Nyland, national advertising manager, Schenectady Union-Star; and Edward Nord, president, Eastern New York Grocery Manufacturers Representatives.*

Along the Media Path

Halle Bros., Cleveland, has been awarded **Seventeen's** second annual Amy, (Award for Merchandising to Youth). The award is designed to honor department stores for distinctive, progressive retailing, merchandising or service efforts directed at women under 20.

• **KXTV**, Sacramento, has launched a campaign to help the consumer better understand advertising's role in the economy of the community.

• Staff members of **Package Engineering** were recently treated to a party to celebrate the record 120 pages of advertising in the April issue. Following publication of its February, 1956, issue, which carried 11 pages of advertising, staff members were promised a party the month that the issue carried 100 advertising pages.

• A 72-page tabloid section devoted to home improvements was carried in the April 21 issue of the **Montreal Star.**

• Effective with its May 6 issue, **Business Week** will introduce a new typographical format. Body type will be changed from 9 pt. Electra to 10 pt. Caledonia and all headlines will be flush left, with only the first word beginning with a capital letter. A more open layout will allow for headlines up to 72 pt.

• **Home State Farm Publications,** 1010 Rockwell Ave., Cleveland 14, has available four-color farm market potential maps of Indiana, Ohio, Michigan and Pennsylvania.

• **Pacific Outdoor Advertising Co.** has unveiled a new technique for determining circulation of painted bulletins. The Triple S system works like this: Vehicles moving in one direction past a location are manually counted for the same six minutes of every hour between 6 a.m. and midnight. Total of the 18 six-minute counts is then multiplied by ten, reduced by 10% "to insure conservatism," and finally expanded by 1.75, or the estimated number of passengers per car. The total represents the number of persons in vehicles passing the location in an 18-hour period.

• Advantages provided by television in aiding public utilities to build favorable images are described in a new presentation, "Public Response to Public Utilities," published by the Television Bureau of Advertising, 1 Rockefeller Plaza, New York.

• **WHAT**, Philadelphia, has increased its power to 1,000 watts, extending its coverage into Norristown and Chester, Pa., and Trenton and Glassboro, N.J.

• **ABC-TV** has worked out an agreement with Minnesota Mining & Mfg. Co. for exclusive rights to Shopping Center Network Program advertising, with local ABC affiliates responsible for bringing it into their own markets. One of the first stations to take advantage of this type of outdoor advertising is WVEC-TV, Norfolk-Hampton, Va., which has negotiated an exclusive contract to advertise its station's programs in centrally located parking areas throughout the Norfolk-Hampton area. Copy is changed every 90 days.

• **Look** has expanded its circular power program for retail and wholesale food outlets to include four-color circulars.

• How editorial features are created and produced by eight of the nation's leading magazines is being told in pictures displayed in the Kodak photographic information center and exhibit at Grand Central Station, New York. Each of the magazines has a representative series of pictures, together with a statement from the publisher of the over-all philosophy of the publication. Magazines represented in the display are *American Home, Esquire, Harper's Bazaar, Holiday, House & Garden, Look, McCall's* and *Seventeen.*

• To help Chicagoans learn more about the functions of savings and loan institutions, and to help those institutions attract new savers and borrowers, the **Chicago Sun-Times** and **Daily News** will publish special supplements early in the summer. The *Daily News* will publish its supplement in its June 30 issue and the *Sun-Times* will publish a supplement on July 2.

• Population, households, net effective buying income and retail sales of the Canadian market are included in a market data report published by the **Star Weekly**, Toronto.

• The **Chicago Sunday Tribune** published a 40-page section devoted to "Spring Fashions in Home Furnishings" in its April 30 issue.

• A collection of design, application and engineering problems with their solutions, has been published in booklet form by **Electronic Products Magazine.** The collection of authentic electronic problems is organized by subject categories for rapid and simplified reference. Priced at 25¢ each, copies may be obtained from *Electronic Products Magazine*, 60 Madison Ave., Hempstead, N.Y.

• **Newsweek** reports 7,000 Americans are receiving its "Newsweek Talking Magazine for the Blind," compared with 5,000 in 1960. The two-record talking magazines contain the entire editorial content of *Newsweek.*

• Johnson & Johnson fastened its new Perfron Pads (wrapped in sterile packages) to two-page inserts in the April 24 issue of **Drug Topics.** The ad read in part, "Examine it yourself! Peel back the easy-opening corner. Then read why Perfron pad is the finest dressing ever developed for wound care." #

Smith Gould Hickey Sullivan

LUNCHEON MEETING—*About 175 advertising and business executives attended a luncheon given by Ladies' Home Journal in Chicago to hear Elizabeth Rudel Smith, U. S. Treasurer, and John F. Sullivan, president, Merrill Lynch, Pierce, Fenner & Smith International, discuss "Changing Patterns of Family Spending." The event launched a new series of articles beginning in the May issue of the magazine, "What Every Intelligent Woman Should Know About Money." Pictured with Mrs. Smith and Mr. Sullivan are Bruce Gould, editor of the Journal, and Margaret Hickey, public affairs editor.*

STILL LIFE—*This oldtime movie still, "You're sure this thing'll kill crabgrass?" and others form the basis for a current presentation by Suburbia Today, a supplement that's "distributed through local weekly newspapers in top-bracket suburbs from Westport to LaJolla." The presentation was produced by Wright Everett, author of "How Were Things at the Office?" and of the movie-still series for Advertising Age called "What They're (Really) Saying."*

50% of Shell Dealers Like Ad Drive Best, BofA Survey Reports

NEW YORK, May 2—Here's how the Bureau of Advertising reported results of Shell Oil's all-newspaper campaign to the American Newspaper Publishers Assn. convention:

Of 6,129 Shell dealers asked, "How does Shell's 1961 ad program compare with previous campaigns?" 50% liked the 1961 campaign better; 17% felt it was as good as previous campaigns; 8% said it was not as good; 22% had no opinion; 3% had no comment.

Users of other brands were asked to compare their favorite with Shell. Shell topped competition in all three markets tested. It was thought to be "doing the most work" in new product research and scientific development. Even other-brand users thought Shell led their present brand in research.

The bureau said Shell ads were getting "good readership by both men and women, and long selling copy holds their interest. For example, the first ad researched was seen by more men readers of the newspaper than any other gasoline ad checked in the last decade." #

Preiss & Brown Claims Leadership in Real Estate

Preiss & Brown Advertising, New York, says it now has the largest amount of real estate business in the agency field. Alvin Preiss, president of the agency, made the statement in announcing acquisition of three new accounts: Lefrak Organization, currently building the 5,000-unit Lefrak City in the Forest Hills section of Queens; Lake Louise Marie Community, a 1,400-unit community near Monticello, N.Y.; and Foxwood Homes, builder of an 800-home development near Rutgers University in New Jersey.

The agency said these three accounts will be billing more than $750,000 in total. Preiss & Brown began specializing in real estate advertising three years ago.

Stanley Publishing to Increase Circulation of 3 Publications

Stanley Publishing Co., Chicago, has announced plans for increasing controlled circulation guarantees for *Transportation Supply News, Jobber Products News* and *Fleet Product News.* Circulation of *Transportation Supply News* will be increased gradually from 62,000 to more than 75,000, effective with its December issue. *Jobber Product News* will increase its circulation from 51,000 to 61,000, effective with its June issue and *Fleet Product News* will increase its controlled figure from 51,000 to 61,000, effective with its November issue.

Stanley also announced plans to increase issue frequency of *Fleet Product News*, now a quarterly, first to an every-other-month publication and then to a monthly.

Four Join NBP

Media/Scope, published by Standard Rate & Data Service, Skokie, Ill., and *Western Pharmacy* (formerly *Pacific Drug Review*), published by Beeler Publishing Corp., San Francisco, have become members of National Business Publications. *Farm Store Merchandising* and *Professional Nursing Home*, published by Miller Publishing Co., Minneapolis, also have become NBP members, making a total of 210 on the NBP roster.

Saratoga, Scott Petersen Meat Brands Combined

John Morrell & Co., Chicago meat manufacturer, has combined its Saratoga and Scott Petersen brands into a single label. The new local brand has been given a federal inspection stamp, which will allow marketing expansion into other states.

Initial advertising for the Saratoga-Scott Petersen label will be newspaper ads for frankfurters in about 75 suburban Chicago newspapers. John W. Shaw Advertising is the agency.

Transcontinent Names Agency

Transcontinent Television Corp., New York, has appointed Jones & Hanger to succeed Wexton Co. as its advertising agency, effective May 15. Jones & Hanger also will handle Transcontinent stations WROC-FM and WROC-TV, Rochester, N.Y.; WNEP-TV, Scranton, Pa.; KERO-TV, Bakersfield, Cal.; and WDAF and WDAF-TV, Kansas City. Transcontinent stations WGR and WGR-TV, Buffalo, have named Comstock & Co. for all their advertising. The agency formerly handled only their local ads.

WCBS-TV Promotes Danford

Jerry Danford has been promoted from an account executive to the new post of assistant general sales manager of WCBS-TV, New York.

Offer More Ad Courses, Guild Urges Colleges

MINNEAPOLIS, May 2—Colleges should have more advertising courses, and more non-advertising students should attend them, according to Walter Guild, president of Guild, Bascom & Bonfigli.

As keynote speaker at the national convention of Alpha Delta Sigma, Mr. Guild recommended ad courses for almost every future business man. In this group he included future presidents, sales managers and salesmen, as well as retailers, distributors and other small business men. "There are few areas of business in which some knowledge of advertising can not be put to good use," he said.

As one example, he said, "A common roadblock to business progress is those sales managers who cannot, through lack of understanding of advertising, coordinate sales effort with the advertising program. The future sales manager should enroll for every advertising course available."

■ Despite this need, the teaching of advertising is encountering much resistance at the academic level, he said. "Ad courses are declining in number and prestige," and the view of most educators as to advertising is "quaintly Victorian."

The plight has been worsened, he maintained, because of two "well-meaning but egg-headed so-called studies" made by the Ford and Carnegie Foundations on education and business careers. These two reports, Mr. Guild said, suggest that the teaching of specialized courses be eliminated, thus "betraying ignorance of business as it exists" . . . "Unfortunately, they have so influenced colleges that many have discontinued some ad courses or eliminated all of them."

■ Closer liaison between advertising instructors and the professionals in the field is greatly needed, Mr. Guild pointed out. Instructors should be invited by advertising clubs to sit in on important committees, he recommended. Also, teachers of economics and other subjects, and people generally who are opposed to advertising, should be invited to attend advertising meetings, he said.

ANALYZE COLLEGE AD COURSES: CHEVINS

MIAMI, May 2—The time has come to establish a New Frontier in advertising, but with a War-of-Words Corps, instead of a Peace Corps.

This suggestion came from Anthony C. Chevins, director of creative operations of Cunningham & Walsh, New York, in a speech before the fourth district convention of the Advertising Federation of America. Mr. Chevins proposed his War-of-Words Corps, "to make war on damaging misconceptions of advertising, unfair regulations, and silly slander.

"But we should not spout our words to each other," he cautioned. "It is time for us to get out among the people, but we must get off the defensive and switch to the offensive. Every advertising organization should have an Attack Department and a Secretary of Attack. His job would be to muster and coordinate all talent in the agency—not to defend advertising—but to 'attack' misconceptions about advertising and its role."

■ One job for the War-of-Words Corps, he suggested, would be an analysis of how advertising is taught in schools. "I don't believe that the young people graduating today are getting a fair picture of advertising and business. It seems to me that many of them are made to feel guilty if they go into business. It's too crass. Too commercial. They feel ashamed if they go into sales, and lately, feel worst of all if they are 'forced' into advertising.

"We have two jobs to do," Mr. Chevins said. "Change what students are taught about advertising. Try to change the misconceptions that students have learned from the many diatribes published daily."

As one way of accomplishing the latter, Mr. Chevins recommended such ventures as the Youth Forums upon which his agency has embarked. In these sessions, students make a tour of the agency and then sit down to a question-and-answer period with agency brass (AA, Dec. 26, '60). ≠

DUOLOGUE—*Lloyd D. Hagan (left), director of the New York Herald Tribune Syndicate, talks with John Hay Whitney, Herald Tribune publisher, at the American Newspaper Publishers Assn. convention.*

Revell to Fletcher Richards

Revell Inc., Venice, Cal., plastic hobby kit manufacturer who parted company with Cunningham & Walsh in January, has awarded its account to Fletcher Richards, Calkins & Holden, one of four agencies competing for the business.

At C&W, Revell reportedly billed about $150,000, mostly in comics and children's publications. Potential billings, however, are expected to be somewhat greater, Dolly Reed, Revell ad manager, said. She said about 30 agencies were interviewed for the account, and four were chosen as finalists. They were Fletcher Richards; Richard N. Meltzer Advertising; E. C. Dumas Co.; and Beckman Koblitz Inc., all of Los Angeles.

Noreen Runs Heavy TV Push

Lehn & Fink Products Corp., New York, in April launched an initial 13-week schedule of participations in four ABC-TV shows, marking its first use of network tv for its Noreen color hair rinse. The programs are "Love That Bob," "Camouflage," "Who Do You Trust" and "Day in Court." The color rinse also is being promoted in a heavy spot push in a number of major markets. The Noreen division is handled by Ted Bates & Co.

Lucas Named Ad Manager

Harold A. Lucas Jr. has been appointed to the new post of advertising and sales promotion manager of National Semiconductor Corp., Danbury, Conn. Prior to joining National Semiconductor, Mr. Lucas was advertising production chief of the Edwards Co., Norwalk, Conn., and advertising manager of Winchester Electronics, Norwalk.

'Winnipeg Free Press' Names Malone to Succeed Sifton

Richard S. Malone has been appointed publisher of the *Winnipeg Free Press*, succeeding the late Victor Sifton. In addition to his new duties, Mr. Malone will continue as vp and general manager of F. P. Publications.

At the same time, John Sifton, son of Victor Sifton, moves up from general manager to president of the *Free Press* and also becomes president of F. P. Publications.

Keystone Adds 13 Affiliates

Keystone Broadcasting System, Chicago, has added 13 new affiliates. They are WGRO, Lake City, Fla.; WRIM, Pahokee, Fla.; WSVL, Shelbyville, Ind.; WCAT, Orange, Mass.; WHMI, Howell, Mich.; KLYQ, Hamilton, Mont.; KSEN, Shelby, Mont.; WIPS, Ticonderoga, N.Y.; WMVO, Mount Vernon, O.; WDEH, Sweetwater, Tenn.; KBAN, Bowie, Tex.; WAFC, Staunton, Va.; and WIXK, New Richmond, Wis.

Coke Signs Up for '64 Fair

Coca-Cola Co. has leased a 46,314 sq. ft. site in the 1964 World's Fair scheduled for Flushing Meadows in New York. The site will house a bottling plant with capacity of 50,000 bottles a day.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

Again, WSB-TV dominates the ratings for local, national and world news in this important three station market. ARB (Jan.-Feb. 1961) shows 6:30-7:00 p. m. news with an average rating of 43.0. Nielsen (Feb. 6-Mar. 5, 1961) shows average ratings of 39.9. Viewers in Atlanta and Georgia look first to WSB-TV for fast, accurate, unbiased news. News gathered, interpreted and reported – by experienced newsmen – 8 times daily. To sell Atlanta's million plus other Georgians too, schedule WSB-TV!

CHANNEL 2 wsb-tv ATLANTA

Represented by Edward Petry & Co. Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC, WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

NOBODY KNOWS SHOPPERS BUYING HABITS LIKE the Man from BURGOYNE!

At least that's what super market operators tell us. In fact, here are a few comments typical of the many we receive about our Super Market Survey:

"... *this Survey contains a wealth of information that can be used at all levels — from store manager to top merchandising executive.*"

"... *want you to make a slide presentation of your 1960 Survey at your earliest convenience.*"

"... *your new Super Market Survey certainly helped clarify some of our own particular merchandising problems.*"

Truth is, more than twenty years of working in close harmony with Super Market operators all over the nation, has given the Burgoyne organization a background ideally suited to developing the honest-to-goodness facts behind shopper's buying habits and attitudes.

In this 1960 Survey, for instance, 2695 shoppers in seven metropolitan marketing areas were asked questions concerning their attitudes toward non-food items, trading stamps, advertised specials, special store departments, and a score of other subjects. We mention these few topics to give you an idea of the total value of this Survey.

Because of the demand, we recently acquired an additional quantity of 1960 Super Market Surveys and, as a special offer, we are making these newly reprinted copies available free of charge on all requests received before June 1, 1961. After that date the regular charge of $1.00 will apply. So act now! Send your request on your letterhead to: Merchandising Director, Burgoyne Index, Inc., First National Bank Bldg., Cincinnati 2, Ohio.

Burgoyne Index, Inc.
marketing and sales research
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO
CHICAGO OFFICE PHILADELPHIA OFFICE

WINNER—*Ed Rogers, VanSant, Dugdale & Co. art director, holds up the four-color spread for The National Lumber Manufacturers Assn. which won the Gray Dodson Memorial award of the 11th annual exhibition of advertising art of the Baltimore Art Directors Club. The award is made for the finest over-all art or design submitted. The ad ran in Life during May, 1960.*

NADA Sessions Find Auto Makers Lax in Selection of New Dealers

Misleading Ads Blamed on Erring Dealers in One of 24 Area Meetings

PORTLAND, ORE., May 2—New car dealers from Oregon and Washington, representing all domestic makes, laid the primary responsibility for ills in the new car business at the door of automobile manufacturers last week.

This fact stood out as ADVERTISING AGE checked dealers who attended an all-day closed meeting that was one of a series of 24 held by task force committees of the National Automobile Dealers Assn. throughout the nation. The meetings were intended to obtain from dealers an appraisal of what's wrong with the new-car business and to lay this appraisal before car manufacturers.

The Portland meeting drew 75 dealers. One basic complaint was that factories have failed to maintain prewar standards of quality in selection and appointment of new dealers.

■ Growing out of this is a second complaint that advertising by some dealers is misleading and deceptive. One dealer cited an ad for a new Falcon at $1,871 but told AA: "If you walk in with a certified check for that amount you'll find you can't get the car for that price." Another dealer cited an offer of financing at 3% when actually only the first month's financing, or sometimes the first six months', is at that rate.

Dealers complained also about overproduction by the factories and pressure to take cars. They were particularly vocal about too many models and options—so many that one dealer said he could not carry all the cars that customers would buy "even if I had 7,000 cars in stock." Dealers said that when it was necessary to order from the factory to get the options and equipment that a customer wanted, factories were slow in delivery.

Lack of profits was a basic complaint. On a national basis, NADA surveys show that dealers currently are earning less than 1% on sales, but one well-posted man in the Pacific Northwest automobile business told AA he thought that of those attending the meeting, as many dealers had a loss for 1960 as showed a profit for that year.

■ Numerous examples are cited of oldtime dealers who simply close their doors and go out of business. Last week an agency in The Dalles, Ore., which is the fourth oldest in the state and goes back to 1900, announced that it would go out of business and its quarters would be occupied by a drug supermarket.

A similar pattern was reported at the meeting of Montana and Idaho dealers that drew 42 men to Butte, Mont. In company with some other northern states, there is an added problem that the new-car year opening in October runs immediately into winter weather when car sales are at rock bottom. Now, dealers complain, the factories already are "leaking" information on 1962 models, making sales of 1961 models more difficult.

Examples were cited at Butte of dealers so under-financed that they have to sell several models at whatever price they can get at the start of a month to meet the previous month's payroll. ■

Art Directors Group Elects

Arthur T. Lougee, art director and executive editor of "Ford Times," has been reelected president of the National Society of Art Directors. Other officers elected are Douglas G. Kennedy, Charles Bowes Advertising, 1st vp; Carl F. Klinghammer, D'Arcy Advertising Co., 2nd vp; Robert West, Sullivan, Stauffer, Colwell & Bayles, secretary-treasurer; Hoyt Howard, head of his own design studio, assistant treasurer, and Edward R. Wade, an independent designer with Mahlon A. Cline Associates, assistant secretary.

Ozark Starts Radio Campaign

Ozark Air Lines, St. Louis, has for the first time launched a spring advertising campaign on radio in every city on the system, beginning May 1. Duration and intensity of radio schedules will vary with each city. Ozark serves 53 cities in nine midwestern states. Katzif-George-Wemhoener Advertising Co., St. Louis, is the agency.

Joseph Sullivan, Honeywell Ad Exec, Is Dead at 63

PHILADELPHIA, May 2—Joseph F. Sullivan, 63, advertising production manager of Minneapolis-Honeywell Regulator Co.'s industrial products group since 1955, died of a heart attack April 24. Mr. Sullivan joined Brown Instruments Co. as ad manager in 1928 and continued in the post after its acquisition by Honeywell in 1934. He had formerly been associated with several agencies. Mr. Sullivan founded "Instrumentation," a company-sponsored quarterly.

HARRISON T. McCLUNG

VALLEJO, CAL., May 2—Harrison T. McClung, 63, retired San Francisco advertising executive, died here April 23 after suffering a heart attack while changing a tire on his automobile. Mr. McClung had retired in 1951 as a vp of J. Walter Thompson Co., where he had worked for 22 years. In 1956 he became director of the U.S. Office of International Trade Fairs and served for several years in that post.

PAT R. McMEANS

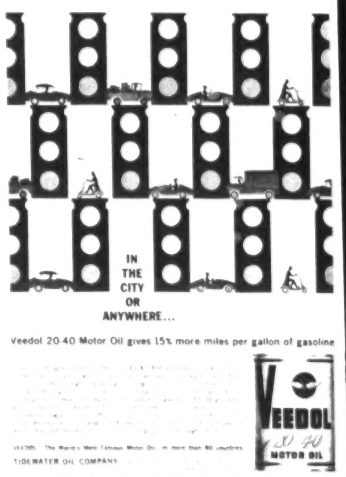
GREENVILLE, TEX., May 2—Pat Rowland McMeans, 69, former publisher of the *Greenville Messenger* and earlier a member of the advertising departments of the *Greenville Herald* and *Banner*, died April 19 at his home here.

WILLIAM CHERRY JR.

ORLANDO, FLA., May 2—William S. Cherry Jr., 56, chairman of Cherry Broadcasting Co., owner of WDBO, Orlando am, fm and tv stations, died April 14. He was also director of the Cherry & Webb women's apparel store chain, with branches in six Massachusetts and Rhode Island cities. He formerly owned radio stations in New York and Providence.

D. P. MACPHERSON

PHILADELPHIA, May 2. Duncan Park Macpherson, 75, veteran advertising executive, died April 24. Mr. Macpherson was advertising manager of the *Poor Richard Almanack*, the *Pennsylvania Railroad Mutual Magazine* and advertising representative for *Ports of Philadelphia* magazine. In 1960, he received the *Poor Richard Almanack* award for distinguished service.



EXPANDED—*Tidewater Oil Co., Los Angeles, is expanding its international advertising with ads like this for Veedol oil in overseas editions of Life, Newsweek, Reader's Digest and Vision.*

HILDEGARDE MICHIE

ST. LOUIS, May 2—Mrs. Hildegarde K. Michie, 70, former executive secretary of the old Al Fresco Advertising Co., St. Louis, died after a brief illness April 26. She retired in 1958 after 32 years with the company. Mrs. Michie interrupted a world tour two weeks ago to return from England for treatment and underwent brain surgery.

Fairchild Boosts Abelson, Williams; Brown to Retire

Nathan R. Abelson, manager of the directory division of Fairchild Publications, New York, has been named manager of the Fairchild business book division. He succeeds Clyde E. Brown, who will retire after a six-month visit to Europe to survey the possibilities of Fairchild publishing abroad.

The company has also named William D. Williams director of new publishing activities. He will continue as general manager of *Men's Wear*, ad director of *Footwear News* and head of the Fairchild list division.

"The Jackson TV market area's economic potential is amplified by the South's traditional warm hospitality."

Miss America, 1959

MARY ANN MOBLEY

Brandon, Mississippi

WLBT Hollingbery 3 WJTV Katz 12

Serving the Jackson, Mississippi, Television Market

Colgate Moves Ajax to NC&K from McCann

(Continued from Page 1)

product whose billings were described as "of major proportions."

This presumably was Spree, Colgate's answer to Lever Bros.' Dove and Praise, and Procter & Gamble's Zest. Spree has yet to get off the ground.

■ The Spree appointment was followed in two months with some $4,000,000 worth of Ajax billings out of Bryan Houston Inc. Three weeks later, Houston "resigned" the rest of its Colgate business—$2,000,000 worth of Cashmere Bouquet soap—which went to Norman, Craig. Today's appointment puts the two products once again under one agency shingle. Ironically, NC&K came in second best on the 1958 Ajax solicitation.

Ajax was marketed in 1946 by Sherman & Marquette, predecessor to Bryan Houston Inc., in a manner that won wide professional admiration and brought it to the No. 1 spot in a gutsy market. The Ajax "foaming cleanser" ditty became one of the best known jingles in the U. S. Ten years after its introduction Ajax, with a 56% share of a $60-$70,000,000 market, sold more than all competitors combined.

■ But around that time, a Comet—literally and figuratively—appeared on the horizon, and Procter & Gamble's entry began to make an impact. The rise of Comet was even sharper than Ajax's, and by 1957 Ajax was in serious trouble with the two-year-old upstart. Comet gained heavy national distribution market-by-market and by April, 1957, had carved out a 20% chunk for itself as Ajax slipped below 43%. Other old-line cleansers, like Babbitt and Old Dutch, were similarly hurt.

A year later, market reports showed Ajax below 38% and dropping further, with Comet up around 35% nationally and probably ahead in some markets. Exit Bryan Houston Inc.

McCann ultimately succeeded in arresting the Ajax slide. The agency maintained this week that it had taken a "sick second" and made it a respectable competitor for Comet. There are no misgivings at McCann about its performance.

Other agency men feel that Ajax isn't as bad as all that and that Comet had hurt the smaller independents worse than Ajax. At one point last summer the two cleansers were thought to be dividing about 80% of the total market, almost neck-and-neck. More recently, Comet reportedly had about 40%; Ajax 38%.

■ Reports that the supposedly sudden Ajax departure was precipitated last week when McCann-Marschalk announced acquisition of Tidy House products (a Pillsbury division), thereby creating potential "product conflicts," are largely discounted in knowledgeable circles.

Colgate unofficially fosters the belief that the "conflict" was the reason, but it hardly adds up. Tidy House billings, reportedly $1,800,000, are approximately half of the present Ajax budget, and total advertising of the parent Pillsbury Co. is less than half of Colgate's total budget, estimated at around $70,000,000 in 1959.

There are other reasons offered. Some months back, McCann reportedly was given a deadline by which to come up with acceptable advertising "or else." At least one non-Colgate agency got a favorable reception when it approached the company with a creative idea a couple of months ago, and was asked to spell it out further. There has been a three-year freeze on additional business for McCann while agencies like Norman, Craig and Street & Finney have picked up substantial billings.

■ Finally, McCann had a so-called "conflict" account when it got Colgate—no less than Procter & Gamble in Puerto Rico. It also had the big Henkel Soap Co. in Germany, and at the same time handled foreign assignments for Colgate in Mexico, Britain and France.

It has since dropped its small P&G billings, and last year lost all British Colgate billings to Hobson, Bates & Co. (Ted Bates owned).

"It is quite apparent that we were blocked off at Colgate," a McCann executive said this week.

There was also speculation that anyone as close to recently retired chief executive Edward H. Little as Mr. Healy was would have rough going under the new George Lesch banner (AA, May 1).

■ While foreign business sails ahead, Colgate continues to wallow domestically, in no small measure due to the inroads of Procter & Gamble. P&G's effect on Colgate in the cleanser business is currently being duplicated in the toothpaste market with Crest. Colgate's 1960 domestic sales were $275,000,000, a drop of more than $10,000,000 from 1959 and $15,000,000 under the 1956 high. Last year's domestic profit was $5,000,000, a $4,000,000 plummet from 1959 domestic net.

Colgate has split with five agencies in less than four years: Carl Brown Co.; Bryan Houston Inc.; Cunningham & Walsh; John W. Shaw Advertising; and McCann. The present lineup includes Charles W. Hoyt Co.; D'Arcy Advertising; Street & Finney; Lennen & Newell; Norman, Craig & Kummel; and its biggest agency, Ted Bates & Co. #

38% of Western Agencies Favor Licensing

SAN DIEGO, May 4—"The sound of advertising in the West" amounted to the clank and rattle of nuts and bolts as the Western States Advertising Agencies Assn. opened its 11th annual conference today.

A highlight of the opening session was a preliminary peek into a special survey made by the WSAAA to forecast "special interests and problem areas in western agency, media and advertiser relations over the next 12 months."

The report, presented by William Boylhart, of Boylhart, Lovett & Dean, Los Angeles, resulted from a study of 100 advertisers, 170 media men and 160 agencies doing business in the West.

■ Some highlights:

To a question on state licensing of agencies, 38% of agencies surveyed answered that they favored licensing, 38% oppose the practice, and 24% indicated uncertainty.

Among media representatives, 41% are opposed, and 39% favor licensing. Advertisers queried are opposed to the practice by a 61% margin.

On the touchy subject of compensation, 60% of agencies surveyed prefer a fee plus commission, while 41% of advertisers and 38% of media men favor the arrangement.

Complete details of the survey are expected to be made public within the next few weeks. #

Last Minute News Flashes

Britain's Ad Assn. Passes Resolution to Police Ads

BRIGHTON, ENGLAND, May 5—Britain's Advertising Assn., meeting here in its annual convention, today passed by a substantial majority a resolution calling for the immediate establishment of an authority to police advertising in all media, with full powers of enforcement.

Ad Campaigns Blast Off, Too; Other Late News

• **First U. S. manned space flight** triggered campaign launchings by advertisers anxious to tell their respective astronautical achievements. Among these was B. F. Goodrich Co., Akron, which sent telegrams to 28 dailies and four magazines to release page ads held in readiness, pointing out that the astronaut wore a Goodrich space suit. Griswold-Eshleman, Cleveland, is the Goodrich agency. McDonnell Aircraft Corp., St. Louis, designer and builder of the Mercury capsule, took pages in 12 magazines, and ads in eight dailies, placing all the magazine and some of the newspaper ads direct. The others were placed by John Patrick Starrs Inc., New York. Six companies, including Goodrich and McDonnell, joined in an eight-page section in the May 8 *Newsweek*. The others: Allis-Chalmers Mfg. Co., American Aviation, Chrysler Corp. and Northrop Corp.

• **Baker Brand Foods,** Pittsburgh, which makes cake and pastry fillings, has moved from Lando Advertising, Pittsburgh, to Burton G. Feldman Inc., Chicago. The company reportedly will boost its ad budget from under $100,000 to about $250,000.

• **Harold G. (Hap) Kern,** general manager of Hearst Newspapers, has been named chairman of the executive committee of Hearst Corp. J. D. Gortatowsky, board chairman of Hearst Consolidated Publications and Hearst Publishing Co., will take over Mr. Kern's duties as general manager.

• **Welch Grape Juice Co.** will introduce a non-carbonated combination-fruit drink, Fiesta Punch, this summer with full-color pages in July issues of seven consumer magazines, seven grocery magazines, five network television shows and a 200-station, 125-market spot tv schedule. Ads will describe the drink as "the fruitiest." Richard K. Manoff Inc., New York, is the agency.

• **Puck—The Comic Weekly** has moved its advertising account from Manchester & Kreer to Post & Morr (formerly Gordon Best Co.), both Chicago. Billings are estimated at $200,000. It was revealed last week that Donald S. Manchester, of the former agency, has joined Post & Morr as vp, director and chairman of the plans board (AA, May 1).

• **Kal, Ehrlich & Merrick,** Washington, has been named to handle advertising and pr for Kay Food Corp., Baltimore. A 1961 budget in excess of $100,000 is contemplated for the promotion of Round the Clock fruit juice and Melrose prune juice in Washington and Baltimore, with expansion to other markets also contemplated. The campaign will involve newspapers and radio-tv in Washington and Baltimore, plus food trade magazines.

• **At least five W. B. Doner & Co. accounts** will follow Sidney Garfield to the Rockmore Co. or Lee Garfield to Frank Gary Thomas Inc., New York. Browning Fifth Ave., Gulton Industries and House of Worsted-Tex are reportedly slated for Rockmore, where Mr. Garfield is chairman of the executive committee. Pioneer Industries is also expected to move to Rockmore. Bilt-Rite Baby Carriage Co. and Robert Reis & Co. are expected to join Lee Garfield at the agency he announced earlier this week (*see story below*). Total billings on all accounts are estimated to be between $400,000 and $500,000, with Worsted-Tex probably over $250,000.

• **Lennen & Newell,** San Francisco, will add an estimated $400,000 in accounts following the dissolution of D'Evelyn-Guggenheim, one of San Francisco's oldest agencies. Richard F. Guggenheim will become a vp of Lennen & Newell. Norman F. D'Evelyn, who founded the agency in 1921, will continue to operate independently, under his own name, as an advertising consultant. Accounts moving to L&N include California Pacific Utilities Co. and Kikkoman International.

• **Burley, Norman, Craig & Kummel,** Toronto, formed last September by Jack Burley and NC&K, is splitting from the New York agency. Burley and NC&K both intend to continue separate operations in Toronto. Burley's billings are estimated at around $500,000; NC&K's about $1,500,000.

• **Richard Aszling,** former partner in Earl Newsom & Co., has joined Communications Affiliates Inc., New York, a division of McCann-Erickson, as senior vp, a newly created post.

Lovable Bra Shifts to New Thomas Shop From Grant Agency

NEW YORK, May 3—There's no love lost between Lovable Brassiere Co. and its advertising agencies. This week the company named Frank Gary Thomas Agency, a new shop, to handle its account, effective June 1.

Frank Gary Thomas is the third agency on the account in a little more than a year. It was at Cohen, Dowd & Aleshire until last June, when it went to Grant Advertising.

Frank Gary Thomas was founded by Lee Garfield, 31, former vp and account supervisor with W. B. Doner & Co. The agency has no other accounts at present, but it has hopes (*see news flash above*). Lee Garfield is the son of Sidney Garfield, who has also left Doner to join Rockmore Co. (AA, May 1).

Mr. Garfield said he would announce additional accounts in three or four weeks. He would not say whether any of these would come from Doner. Mr. Garfield has worked with his father since the days of Hirshon-Garfield, an agency which in 1955 was merged with Peck Advertising, later absorbed by Doner.

■ Lovable explained its latest move by saying it wanted coordination of national advertising with sales promotion and direct mail material—all handled by one agency. Corollary material was previously handled internally.

For weeks Lovable had repeatedly denied reports that it was about to select a new agency.

He said today the Lovable account bills "about $1,000,000," including all collateral promotion. Leading National Advertisers Inc. and the Bureau of Advertising, ANPA, showed 1960 expenditures of $228,000 in magazines and $40,000 in newspapers, respectively.

The new agency is located at 167 Madison Ave. #

FCC Moves to Abolish Option Time Altogether

(Continued from Page 1)

three hours per segment of the broadcast day to two-and-a-half hours per segment is before the court of appeals for review. While this was still pending, however, the "New Frontier" came into power, and the option time line-up at Federal Communications Commission shifted so that "no option time"-minded commissioners won control.

In a dramatic move, FCC notified the court of appeals last month that it would like the two-and-a-half-hour-per-segment compromise back to take a fresh look at the whole option time problem.

Lawyers are still trying to untangle the resulting snarl. In the resulting turmoil, network lawyers, who originally opposed any change in FCC option time rules, have been before the court defending the two-and-a-half-hour-per-segment compromise. The Department of Justice, which ordinarily speaks for the government in court, has appeared to tell the judges that the option time decision should be returned to FCC with instructions to give more weight to the anti-trust consequences of option arrangements.

■ The notice which came out this week indicated that independent tv stations and film syndicators, who first attacked option time more than five years ago, may finally be on the verge of making their point.

In a series of congressional investigations, and a study by a special FCC staff under Dean Roscoe Barrow of the University of Cincinnati law school, FCC was advised that option time represented a serious restraint on competition for the prime nighttime broadcast hours in television. But in adopting the two-and-a-half-hour-per-segment compromise, a 4-3 commission majority contended the option arrangements are "reasonably necessary" for the survival of networks and that networks are indispensable to the nation's tv service.

In its announcement to the public this week, FCC said that as soon as the court opens the way it will invite comments on two issues. Since it intends to adhere strictly to a timetable without any postponements and delays, it said, the issues were being announced at this time so that all the interested parties can plan ahead.

■ The issues it will ask about, FCC said, are these:

• "Whether time optioning, apart from its legality under the anti-trust laws, is in the public interest."

• "If time optioning should be found to be contrary to the public interest, what form of rule should be promulgated to effectuate its prohibition."

While Chairman Newton Minow can count on a solid majority to eliminate existing option time rules, the action this week seems to settle a second significant point: The majority is apparently willing to go further and consider the need for affirmative action by FCC to use direct measures to break up network domination of the prime evening period, too.

■ From a legal and tactical standpoint, this makes a world of difference. Mere elimination of option time, without further action by FCC, would leave networks and stations free to continue whatever arrangement they wish, subject to the normal risk of anti-trust consequences. #

Client Should Pay Agency, Too, Rubel Declares

(Continued from Page 2)

tion, he added.

"There is no one correct or complete basis for agency compensation; and as the functions performed by agencies expand, compensation arrangements will become more diversified, Mr. Rubel said. The problem calls for individual solutions, he said.

■ "Advertisers and agencies need to solve the problem created by the commission compensation basis, which causes advertisers to suspect that agencies want to sell them more advertising space and time because in doing so they will get more compensation," he asserted.

"Instead of an incentive to spend more in advertising, agencies need an incentive that will pay them more as the advertiser's sales increase, and as the ratio of advertising costs to sales decreases," Mr. Rubel said, particularly stressing the latter condition.

He suggested that the present 15% commission from media should be regarded as a minimum, to be supplemented by the client, for sales or profit increases attained.

Agency cost accounting, he said, should not be used by agencies to fix the selling price of the service, but rather as a management tool to measure the efficiency of (1) aggregate operation of the agency; (2) the operation of each client's account; and (3) the performance on each important assignment.

■ "Selling price should be based not on an agency's own costs, but on what an efficient producer would require to complete the work," Mr. Rubel said.

"Agency profits, while low in comparison to large manufacturing and mercantile operations, are not as low as some have been telling us they are. The profit of an agency should not be compared with that of a manufacturing or mercantile company," he said.

As one of the reasons, Mr. Rubel cited the fact that agency owners are also employes and receive many fringe benefits that reduce profits and would not be permitted to employes of publicly owned corporations.

Mr. Rubel said he detected four phases in the history of advertising. First came the commercial era of vest pocket accounts; then the creative phase, when admen realized that the "blank space was not enough"; third came the research phase. "We are now in the administrative phase. We are operating more by rules than by personal judgment. But whenever that happens, watch out," he warned.

■ The association's Space Buyer of the Year award went to Rudy Wahlig, assistant media director of J. M. Mathes Inc. The Space Salesman of the Year was Jack Dougal, *Pit & Quarry*.

SCHREIBER URGES 20%-22% COMMISSION

BOULDER, COLO., May 2—Agencies should receive from 20% to 22% commission, because clients expect and demand more services than agencies can give at the present 15% compensation rate.

That's what Mark Schreiber, board chairman, president and copy chief of Mark Schreiber Advertising, Denver, told the Colorado Marketing Conference at the University of Colorado last week.

"The agency must have retainer money. We cannot exist on 15%," he said, explaining that according to the size of the program and the budget involved, the agency's compensation should be 5% to 7% higher than now.

Mr. Schreiber also lashed out at critics of advertising. He insisted that most admen are honest and devoted to the profession. The poor public image, he said, comes from books, movies, "our own severe critics from within the profession" and from misinformed educators.

■ The agency head also slapped at media: "All too few media today want to stamp out dishonesty in advertising. Unfortunately, newspapers, magazines, radio and tv will accept questionable or shady advertising without objection if they are paid in advance or are relatively sure of collecting their rate." #

Business Paper Ads to Hit $600,000,000 in 1963, Kobak Says

(Continued from Page 1)

he said, and experience indicates their predictions are usually on the low side. Using his own "BTYT" theory (things are really "Better Than You Think"), Mr. Fisher predicted that GNP will actually hit $1 trillion dollars in constant 1960 dollars by 1975.

Half of the value of manufactured products in 1975 are not on the market today, he predicted—and this factor, plus the growth of new job functions, changes in the educational level of the population and new scientific developments, as well as usual growth factors, will provide enormous opportunities for business papers in practically all fields, he said.

■ William D. Littleford, Billboard Publishing Co., ABP board chairman, and William K. Beard, ABP president, reported the association had made additional progress during the year, now included 169 members—five more than a year ago and a new record for the association—and now operated at the highest level of activity in its history during the past year.

Advertising agency people have been so absorbed in the strategy and tactics of reaching consumers that they have neglected the equally important area of trade logistics, a meeting of the ABP merchandising papers committee decided.

As a result, such supply-line problems as high out-of-stock rates and inadequate merchandising of consumer publications are more prevalent than they should be, the committee agreed.

■ "ABP Salutes" were presented today to H. Judd Payne, vp of F. W. Dodge Corp., and Joseph A. Gerardi, exec vp of McGraw-Hill Publishing Co., for their long years of service to the association.

Mr. Payne joined the ABP staff in 1929 and served as exec vp from 1933 to 1939, when he joined the Dodge organization. Mr. Gerardi served as ABP legal adviser for 30 years and continues active in ABP affairs.

A new research guide, "Full Disclosure Form for Publication Research," was presented to the membership as the final version of a research study on check points for sound advertising and marketing research which was developed last year.

Intended as a standard form to help publishers gain greater acceptability for their research and to aid advertisers in determining its validity, it presents a list of questions developed by Thomas Lee Davidson, assistant professor of marketing, and Zenon S. Malinowski, professor of marketing, at the school of business administration, University of Connecticut.

■ William B. Freeman, president of Miller Freeman Publications, San Francisco, was elected chairman of the board of ABP. He succeeds William D. Littleford, president of Billboard Publishing Co., New York. Elected 1st vice-chairman was Robert F. Marshall, exec vp of F. W. Dodge Corp. Edward A. O'Rorke, vp of the magazine publishing division of R. H. Donnelley Corp., was named 2nd vice-chairman.

■ Shelton Fisher, senior vp of the publications division of McGraw-Hill Publishing Co., was elected secretary, and Philip H. Hubbard, president of Reinhold Publishing Corp., was elected treasurer.

Mr. Freeman, 52, had been a director and vice-chairman of the ABP. With his brother, Miller Freeman Jr., he directs a company producing 12 publications.

The ABP named the following directors: Mr. Littleford; Clifford S. Bailey, publisher of *Motor*; Harry J. Bettendorf, president and publisher of *Paperboard Packaging*; C. M. Burnam Jr., exec vp and general manager of Keeney Publishing Co.; George E. Lockwood, president and treasurer of *Paper Trade Journal*; and Mitchell Tucker, vp and advertising manager of Petroleum Publishing Co.

■ Serving unexpired terms as directors are: Robert J. Brown, president of *Editor & Publisher*; George H. Gurley, president of Packer Publishing Co.; William G. Dudley, president of Gulf Publishing Co., Edgar W. B. Fairchild, vp and treasurer of Fairchild Publications; John J. Frey, general manager of *Architectural Forum*; Charles H. Hashagen, treasurer of Lebhar-Friedman Publications; and Richard L. Webber, business and advertising manager of *Automotive News*.

The ABP also elected two new members: *E&MJ Metal & Mineral Markets*, a McGraw-Hill publication; and *Air Engineering*, put out by the Business News Publishing Co., Detroit. #

CBS Boosts Dawson

W. Thomas Dawson, vp in charge of advertising and promotion of CBS Radio, New York, has been named to the new post of vp in charge of information services. He now will head press information, promotion and advertising for the network.

CHECK!—*For the second time in two years, a media executive of J. M. Mathes Inc., New York, has won the Assn. of Industrial Advertisers' "space buyer of the year" award. Checking their gold watches are Rudy Wahlig (left), associate media director, this year's winner, and Al Kracht, media director, last year's winner.*

Restrict Tax Deductibility of 'Excessive' Advertising, U. of Wisconsin Economist Says

NEW YORK, May 5—"Let's tax advertising," says Peter Dorner, a University of Wisconsin economist, in an article to appear next week in *The Nation*.

Mr. Dorner, in making his proposal, points out that in recent years advertising expenditures have risen more rapidly than gross national product, personal income or personal consumption.

A tax on advertising is needed, he contends, so that the country can make the best use of its national resources.

"Excessive advertising outlays are in part responsible for draining resources into channels irrelevant for meeting the challenge imposed by our leadership of the free world," Mr. Dorner writes.

"We can neither impress nor lead the hungry, ideologically 'uncommitted' millions by increasing our advertising budget. We can win their confidence only as we produce items and services important to social welfare, both at home and abroad."

■ Mr. Dorner's portrait of advertising reads something like this: It's inflationary; it leads to domination by industrial giants; it is mainly a tool for companies to "maintain their relative shares of market"; it does not help to maintain full employment.

As for the mechanics of an advertising tax, Mr. Dorner suggests that it be applied by the federal government directly on the manufacturer.

He proposes that Congress amend the tax regulations to place limits on the amount of advertising expenditure permitted as cost deductions. He offers the following provisions for such legislation:

"1. The tax should be introduced gradually over a period of years.

"2. Only advertising expenditures exceeding a certain limit would be taxed (the limit to be defined as a percentage of sales).

"3. Expenditures in excess of the limit could not be deducted as costs and would consequently be taxed at the going tax rate.

"4. The tax should be graduated in order to give a relatively small new entrant into an industry an advantage (the limit as a percentage of sales could be varied according to dollar volume of sales).

"5. A floor to dollar sales volume should be established, below which firms would not be subject to tax.

"6. Because of the diversity in market structure, the legislation would have to be specially adapted to each industry."

■ Mr. Dorner concludes by pointing out that our tax laws are based on economic theory developed at a time when companies were small and no differentiation was made between production and selling costs.

Today, he says, "the distinction between production and selling costs is now well recognized in economic theory. It should also be recognized in the income tax laws." #

Birthday Resolve: Marsteller to Stay Industrial Agency

NEW YORK, May 5—Marsteller, Rickard, Gebhardt & Reed sliced into its 10th birthday cake here, in Chicago, and in Pittsburgh this week. It took stock of its progress in the '50s, then gave the next decade a long, hard look.

Here's what the agency concluded here today:

1. If it increases its billings (estimated $11,500,000 in 1960) by 45% by 1965, this will "only allow us to keep our share of the market if economic trends continue."

2. The Marsteller shop will "remain specialized," and not try to break into the consumer field.

3. The '50s saw the agency become "one of the giants in the industrial ad field."

These summations were delivered by Dr. Melvin Anshen, a director and consultant of the agency and professor of industrial administration at the graduate school of Carnegie Institute of Technology; Harold Burson, president of Burson-Marsteller Associates, the agency's pr affiliate; and Richard C. Christian, agency president.

■ Dr. Anshen said that, in terms of the output of goods and services, the U.S. economy's 3% growth rate "tells us that gross national product will be 16% to 18% higher in 1965. If advertising is to hold its share of sales dollars, ad expenditures will have to advance comparably—and I believe they will.

"But economic observers also expect that recent upward movements of prices will continue, and this applies to advertising, too," Dr. Anshen continued. "A recent estimate said it costs something like 20% more in real dollars for an advertiser to buy a given schedule than it did four years ago.

"This says that advertising has been experiencing a 5% annual rise in costs. If we project this trend—which seems reasonable—ad expenditures in 1965 would have to be 25% to 30% higher," he said, adding that a 45% Marsteller business rise by 1965 "would only enable the shop to hold its current market share."

Dr. Anshen foresaw greater influence by marketing in the overall corporate picture, and "increasing pressure for scientific management performance."

■ Commenting on Marsteller's specialized setup, Mr. Burson said that "somewhere along the way an opportunity arises" for an agency "to make a pitch for a consumer account with a budget twice as big as its biggest industrial account. The temptation is great. The pitch is made," he reflected.

"They don't get the account. But now that they know the formula, they're sure to get the next consumer account that comes along. The next thing you know, it's consumer business they're chasing most.

"They get a few accounts and they're diluted. They're not industrial or specialized nor are they a first rate consumer agency," Mr. Burson charged.

■ At the agency's Chicago birthday event, addresses were given by G. D. Crain Jr., president and publisher of ADVERTISING AGE; A. E. Paxton, vp and regional manager of McGraw-Hill Publishing Co.; and Walter Vartan, president of Lakeshore Photoengraving Co.

The Pittsburgh group heard Russell C. Jaenke, president of Penton Publishing Co.; and Richard Larkin, manager of the Pittsburgh bureau of *Business Week*. #

CHEESE PROMOTION—*Borden is promoting its cheeses with off-label pricing in late spring and early summer. Ads are running during late May, June and July in Better Homes & Gardens, Ladies' Home Journal and McCall's and in newspapers.*

Can't Tell Longines Ad Folk from Agency Without Score Card

(Continued from Page 3)

some 25 years.

• These same forms list the following accounts to be handled by Kenilworth:

Longines-Wittnauer

Longines-Wittnauer Co. of Canada (also formerly handled by Bennett)

Vacheron & Constantin-LeCoultre watches—a Longines company (also formerly handled by Bennett)

Wittnauer instruments division of Longines (also formerly handled by Bennett)

Obex Mfg. Corp., Lynbrook, N.Y., cameras—an affiliate of Longines (also formerly handled by Bennett)

Edith Salzman sweaters (Alan Cartoun's wife is a member of the Salzman family)

Old World Imports—another Salzman company

Kasper & Esh—jewelry manufacturer closely linked with Longines through Barnett Esh, who is a director and major stockholder of Longines-Wittnauer

WCEU—Akron radio station now half-owned by Ted Esterbrook, a close friend of Alan Cartoun and the former producer of Longines radio-tv shows.

■ Reached today at Longines, Mr. D'Amico confirmed that Kenilworth will be handling these accounts and that he will be heading up the new agency, along with the other principals listed above. He said that he will be functioning as vp of Kenilworth. He said the agency has no president.

Mr. D'Amico repeated that Kenilworth will not be a house agency for Longines. Asked whether the agency will replace the Longines advertising department, Mr. D'Amico replied that he did not know.

He explained that Kenilworth had been assigned the national advertising for Longines, and he said the agency has been so busy working on the fall campaign that it hasn't got around to discussing with Longines such details as collateral advertising and possible replacements for the ad director, ad manager and pr director—all of whom are now listed as Kenilworth principals. #

KDKA Sells Documentaries

Penn Technical Institute, Pittsburgh, sponsored a series of seven half-hour documentaries on astronauts presented in prime time on KDKA, Pittsburgh. The series, "Countdown for Tomorrow," was produced by the radio station. Penn's order was made through Lando Advertising Agency.

Barry Returns to TV with 'Kidding Around' Show

Jack Barry, emcee of and co-owner of the now defunct, allegedly rigged "Twenty-One" tv quiz, has returned to television with a 30-minute program, "Kidding Around" on WNTA-TV, New York. Osrow Products, Long Island, through Gamut Inc., has signed to sponsor the 30-minute interview-variety children's show. Featured products will be the dial-amatic Whirl-a-Way car and home washers.

Mr. Barry's former partner in Barry & Enright, Dan Enright, already has re-established himself in the video industry. He is developing live programs for production by Screen Gems. Charles Van Doren, whom Messrs. Barry and Enright made famous as the most personable quiz winner ever, lost his tv jobs and teaching post at the height of the quiz furor.

Bernard Joins Weed

Charles Bernard, previously president of a radio station representative bearing his name, has joined the staff of Weed Radio Corp., New York. The 30 stations of the regional "Country & Western Music Network," which Mr. Bernard organized in 1956, will now be represented by Weed. Mr. Bernard will supervise sales of the country stations, which are sold as a group, as well as sell time on other Weed-represented stations.

Schenley Names Norman Trell

Norman Trell, formerly media director of Monroe Greenthal Advertising Agency, has been named a brand ad manager of Schenley Distillers Co., New York.

Attention Admen!

fit type
IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.
Money-back guarantee!

HABERULE
Box AA 245, Wilton, Conn.

THE PRO$PER BOSTONIAN

She reads the morning Herald or the evening Traveler . . . she and her family give these papers their circulation lead in the "Upper ⅔" — the fastest-rising cities and towns in the Boston Standard Metropolitan Area. Typical "Herald-Traveler towns" show a 12% greater population gain since 1950 than Globe towns, 205% greater than Record-American towns. That's why the Herald-Traveler leads the Globe in Total Display advertising linage by 2,389,419 lines, the Record-American by 16,984,679 lines. For the full Upper ⅔ story, write or call us direct, or contact our representatives.

MORNING Herald-Traveler EVENING

BOSTON'S HOME-DELIVERED NEWSPAPERS
Represented nationally by Sawyer-Ferguson-Walker

Big Users Like Dailies' Discounts but Have Some Reservations, AA Finds

(Continued from Page 3)

4. Too often a discount structure has been canceled with a rate increase.

5. A discount structure that takes much planning, administration and clerical time is likely to cost more than it's worth.

6. They're cagey about committing themselves as to whether more newspaper space will result from discounts.

■ On the whole—and perhaps not surprisingly, since these are the biggest newspaper advertisers—they seem to favor bulk discounts over those based on frequency or continuity.

Here's the rundown, in order of spending rank:

General Motors
($40,354,187)

A "General Motors spokesman" said, "We are vitally concerned about generating the most effectiveness possible with our advertising expenditures. Therefore, discount plans in all media naturally are given every consideration. Certain discount opportunities can prompt buying changes, but such changes are never in conflict with basic marketing strategy.

"The establishment of rates is the responsibility of the seller, not the buyer. However, when discount plans are developed, we believe they should be so constructed as to provide equal opportunity to both local and national advertisers and on a realistic basis."

Ford Motor Co.
($18,669,074)

J. Walter Thompson Co. gave Ford's position on newspaper discounts.

"The most desirable newspaper rate arrangement for Ford Motor Co. would be a single rate card structure with identical rates for national and local advertisers," the agency said.

"For Ford, we favor bulk discounts from the open rate on an annual sliding scale basis. Because of the marketing structure of new car advertising, the C-I-D plans ignore the basic problems of new car marketing."

The auto maker favors 52-week contract protection against rate increases, "and applaud those papers who have included this protection in their new rate plans," Thompson said.

■ "In the interest of minimum equitable treatment, our position supports the combining of all linage for Ford and its components, including dealer associations, under a single master contract," the agency added.

Finally, Thompson said every rate card should contain these essentials:

- "Economy—in other words, provisions for volume discounts and rates that are competitive with other media on a cost efficiency basis.
- "Flexibility—so that rates are adaptable to automotive marketing requirements.
- "Clarity—few complicated and overlapping clauses."

Chrysler Corp.
($18,091,428)

Richard E. Forbes, director of corporate advertising of Chrysler Corp., had these comments:

"We believe the only position which a user of newspaper space can properly take is to approve and encourage the trend to newspaper frequency incentives and group discounts." As for buying changes, he said, discount plans have "led to greater coordination of all Chrysler Corp. component advertising in matters of timing to meet discount requirements."

He noted, however, that some plans "offer present difficulty for a multi-division corporation, in that the bulking of space within prescribed limits does not necessarily coincide with the marketing, sales and advertising plans of particular components."

He emphasized, "Some of the plans leave a great deal to be desired in that they lack flexibility, are confusing in their variety of requirements and terms, and therefore entail a greater administrative work load for the advertiser. It is hoped, however, that a degree of standardization will develop in these plans as more experience is gained in their application."

■ Mr. Forbes said Chrysler favors "frequency and volume (bulk) contracts." He also pointed out that Chrysler expects the trend to discounting by newspapers to continue, in light of competitive media trends. He also said, "Because of the various discount plans offered, we try to take advantage of as many as we deem practical, and our expenditure for 1960 in newspapers indicates that we consider newspapers a primary advertising activity."

General Foods Corp.
($16,197,397)

General Foods is surveying the picture to see what discount opportunities are available at specific newspapers, based on GF's earlier schedules. GF reports it is "finding it very difficult, because of a lack of uniformity in the discount system."

GF thinks the newspapers have taken a step in the right direction but that there is a "lack of flexibility" in the discount plans which makes them difficult for GF to use, because it can't plan far enough ahead.

Many plans won't allow increased discounts, and a food company—coping with changing national, regional and test market situations almost on a monthly basis—can't work like an airline or resort hotel, months in advance. An "open end" discount for increased volume is what GF would like to see. General Foods says no additional space has been bought because of discounts.

Distillers Corp.-Seagram's
($11,654,170)

Douglas S. Clark, assistant to the vp in charge of advertising, said he sometimes wonders whether all the effort involved in working out the discount plans is worth the money the company saves.

The saving, he added, is substantial, but the whole system is unwieldy; there are too many interpretations of what the discounts offer.

Mr. Clark, who in the past nine months has become, in effect, Seagram's over-all media manager, said the company is still treating the discount plans as an experiment.

His own experience with discounts, he added, has made him "subscribe to Mr. Hartigan's view" expressed at the ANPA convention last week, and Mr. Clark believes something will have to be done to achieve more uniformity.

In addition to the unwieldiness, a weak point he emphasized was that "they're trying to tell us when to run our discounts in order to earn discounts, which is the opposite of what they do with their retail clients."

A strong point of the discounts was their establishment of a "differential between local and national rates," he said. Summing up, he said, "I wish we could rather make these savings without so much effort."

THE Consort

ANNOUNCING THE CONSORT [illegible] COMPACT COACH [illegible] TO YOUR PROFESSION [illegible]

NEW COMPACT—*Superior Coach Corp., Lima, O., is promoting its compact funeral coach, The Consort, with b&w pages in publications directed to funeral directors. Howard Swink Advertising, Marion, O., is the agency.*

American Motors Corp.
($9,399,679)

"Even though Rambler was the third leading newspaper-advertised product in 1959 and 1960, we find that we do not currently qualify for discounts in many of the papers under existing discount structures," American Motors noted.

"We favor discount plans which encompass frequency, volume and full-page incentives. Our strategy provides for fairly large units of space, and naturally we aren't able to use these units with the frequency required to qualify presently in C-I-D newspapers."

The company said, "It appears that some publishers, in their haste to be the first 'aboard' the discount bandwagon, 'didn't assess all aspects of the subject. We see evidence of this being improved and feel that future discount provisions will have wider application, thus encouraging more advertisers to qualify."

■ AMC also made mention of rate increases. "Many newspapers increased their rates in order to install discounts. This can make it necessary for an advertiser to use 10,000 to 25,000 lines, or increase frequency, in order to qualify for a rate he formerly received on an open rate basis. Advertisers can see through this one. A discount won't conceal a high milline rate, and the milline is still a basic common denominator in equating cost efficiency of newspapers."

American Motors advised newspaper groups to "be rigorous in their efforts" to bring about more uniformity of discounts between all newspapers, or newspapers of the same size, "so that advertisers and agencies can develop a concept on frequency and volume requirements which they will apply in a general way to facilitate planning."

■ The auto maker said that while Rambler's newspaper ad budget has been rising each year, it could not determine precisely how much of the increase is attributable to discount incentives. AMC added: "Newspapers can expect a greater share of future budgets as long as they can prove their ability to produce more sales under existing [highly competitive] industry conditions. If our studies indicate that discount advantages enable Rambler's ad dollars to work more effectively, we would be remiss in not showing our recognition."

R. J. Reynolds Tobacco Co.
($8,485,691)

Reynolds occupies a unique niche in the story of newspaper discounts, since the company, in its drives for discounts on its Salem, Camel and Winston campaigns, through William Esty Co., set a discount criterion of its own—no discount if the cost-per-1,000 was below $7, and a 10% discount if the cost-per-1,000 fell between $7 and $10.

Howard Gray, advertising manager of Reynolds, told AA that there was no difficulty in getting discounts from newspapers on these schedules, and the advertising was placed for the various brands—separately, not in combination—without the need of sending an agency or advertiser representative out on the road to see the dailies.

His major criticism of discount plans: They should be easier to buy. He said comparable discount plans would make scheduling much simpler for the buyer, who now must go through many plans offered by various papers. He sees "no signs" that newspapers are moving toward uniformity in their approach.

A similar view came from an Esty executive, who hoped for a uniform approach to discounts, on a basis comparable to other media. He said Esty favors discounts on the reasoning that all supplies ought to be eased on discount procedures.

Schenley Industries
($8,206,810)

While Schenley Industries has had individual brand campaigns under master contracts with dailies since 1943, a spokesman said, "C-I-D is not for us." The big problems, according to the liquor company, were (1) that C-I-D "penalizes" advertisers who run seasonal campaigns, and (2) that the multiplicity of plans poses coordination headaches.

"We're practically out of the newspapers in January, July and August," said Schenley. "Therefore, it's almost impossible for us to earn discounts with C-I-D. Here's an example:

"The *Cleveland Plain Dealer* has a rate card offering a 4% discount to advertisers who run 600 lines 12 to 24 times within 26 weeks. They offer 20% off if 1,500 lines or more are used 37 to 48 times within 52 weeks," Schenley said.

"Although we normally use close to 200,000 lines a year in the *Plain Dealer*, we can't take advantage of its continuity discounts. Our campaigns are too seasonal, and we run different-size ads for different brands. Practically every ad earns a different discount," Schenley said.

■ The liquor marketer said it had heard "any number of protests" by advertisers and agencies against the lack of uniformity among plans: "Each contract has its own fine print and, altogether, there must be 1,000,000 gimmicks."

In many cases, Schenley said, it has been forced to scrap some contracts and "rewrite them under the open rate."

Bulk discounts rank high with Schenley—as with many other national advertisers. "Where we have encountered bulk discounts, we have recast our planning to take advantage of them," Schenley said. It noted, however, that most new discount announcements by dailies were accompanied by increased line rates.

"Some might say we've received more linage for less money. But with open rates raised, we wind up spending the same amount," Schenley said, adding that it is "too early for newspapers to change a liquor company's media buying habits. Perhaps in the future—now now."

General Electric
($7,559,832)

General Electric said it applauds "the stand taken by Chevrolet's agency at the ANPA convention. In the past few weeks the company has been busy writing newspapers refusing all C-I-D plans.

To one newspaper, GE wrote: "Since we do not schedule newspaper space in advance, and since we cannot possibly police each newspaper that offers C-I-D rate structures to be sure we use enough space, we will have to be content to pay the open rate."

To another, GE wrote that the company decided it is "less expensive to pay the open rate than to maintain a staff to police each newspaper. For example, it is not possible for a decentralized national advertiser to see that 300 lines are placed each week in each newspaper in the U. S. with whom it may have a contract for C-I-D."

General Mills
($6,715,579)

Most of General Mills' 1960 expenditure was in supplements, G. D. Morrison, manager of print media, said possibly only one-third of the 1960 expenditure went for regular daily newspaper advertising, most of it for new product introductions, so that the company could take advantage only of bulk discounts, rather than continuity plans.

"I'm sure we're saving money through the new bulk discounts, but in some instances, rate increases have wiped out this saving," he told AA. He added the company has run no audit to see exactly what savings have resulted from buying under the new plans.

General Mills would like to see more standardization of pricing: "As a general impression, I think a lot of newspapers are priced quite properly, both in base rates and discounts, but the big problem—and I don't know how to reconcile this—is the wide swing we find from market to market."

He said he was "quite encouraged" to see publishers take an interest in discounts, that he thought they'd find a "basis reasonably acceptable to most advertisers."

■ Meanwhile, back on the agency front, the contract and media people were sweating. Said one contract supervisor at a giant newspaper-buying agency, "I'm disgusted."

Since January she's been juggling open rate contracts that have been rejected by 10 or 15 newspapers for agency clients.

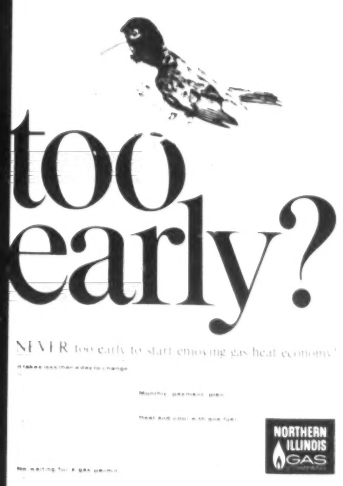
Some of the agency's biggest clients don't want short rates, and newspapers are now refusing to accept the agency's standard open rate contract with a provision for a later rebate if a discount is earned.

The department figured that only one client, an airline, could set up a newspaper schedule three months or more in advance, so that C-I-D contracts are pointless. The agency wants an open rate and a rebate—and nothing else.

"We don't favor C-I-D; we do favor volume, subject to rebates when earned, or discounts on full pages. We feel we're being pushed into something we don't really want—and Joe Hartigan is right." #

Bergstrom Names Biddle Co.

Bergstrom Paper Co., Neenah, Wis., has named Biddle Co., Bloomington, Ill., to handle its advertising. The printing paper company spends about $125,000 a year on ads, chiefly in business and office management publications. Geer-Murray, Oshkosh, Wis., previously handled the account.



EARLY BIRD—*Northern Illinois Gas Co. will emphasize that gas permits may be obtained immediately in this new push scheduled to break next week in about 140 Illinois newspapers.*

Northern Illinois Gas Co. Sets Drive

BELLWOOD, ILL., May 3—Northern Illinois Gas Co. will launch a new campaign next week to inform potential gas users that permits may now be obtained immediately.

The push will break in 140 newspapers in northern Illinois; only full pages will be used. Spots also are scheduled on 14 radio stations, and on the Floyd Kalber news show on WNBQ, Chicago. About 100 boards in 14 markets also will be used.

The newspaper ads feature the headline, "Too early?" in huge type, with a bird perched on top of the "Too." A smaller headline states: "Never too early to start enjoying gas heat economy." Among other things, the copy discloses that consumers no longer must wait for gas permits, the situation which has existed in this area for some time.

■ Northern Illinois Gas advertising has undergone drastic changes since the utility hired Cunningham & Walsh last December (AA, Dec. 5). All of the print ads prepared by C&W over the last four months have carried headlines in huge type and illustrations in the upper half of the ad and brief body copy in the lower half.

The first ad prepared by the agency won a top award from the Society of Typographic Arts, and it will be exhibited along with other award-winning ads in the Chicago Art Institute. #

Judge Denies Newhouse Bid to Put Dailies in Receivership

An application by Newark Morning Ledger Co., headed by publisher Samuel I. Newhouse, to put three Springfield, Mass., dailies—the *Daily News*, *Union* and *Sunday Republican*—into receivership has been denied by Judge Frank W. Tomasello of superior court. Petitions by Newhouse interests for temporary restraining orders and injunctions in connection with the newspapers' pension plans also were rejected.

The application filed April 28 was another step by Mr. Newhouse to gain control of the dailies. Republican Publishing Co. and Springfield Publishing Co., which publish the dailies, are subsidiaries of Republican Co., 40% of whose stock was purchased by Newark Morning Ledger Co. last June (AA, June 20, 27, '60). Although rights also were acquired to an additional 45% interest at a future date, other interests of the Springfield dailies have attempted to resist takeover attempts by Newhouse interests.

3 Name California Service

California Service Agency, Berkeley, has been named agency for California Tax Service, Berkeley publisher; Industrial Hard Chrome Plating Corp., Emeryville; and the *Village Pioneer* and the *Valley Pioneer*, Danville.

Schmid Joins Phibbs

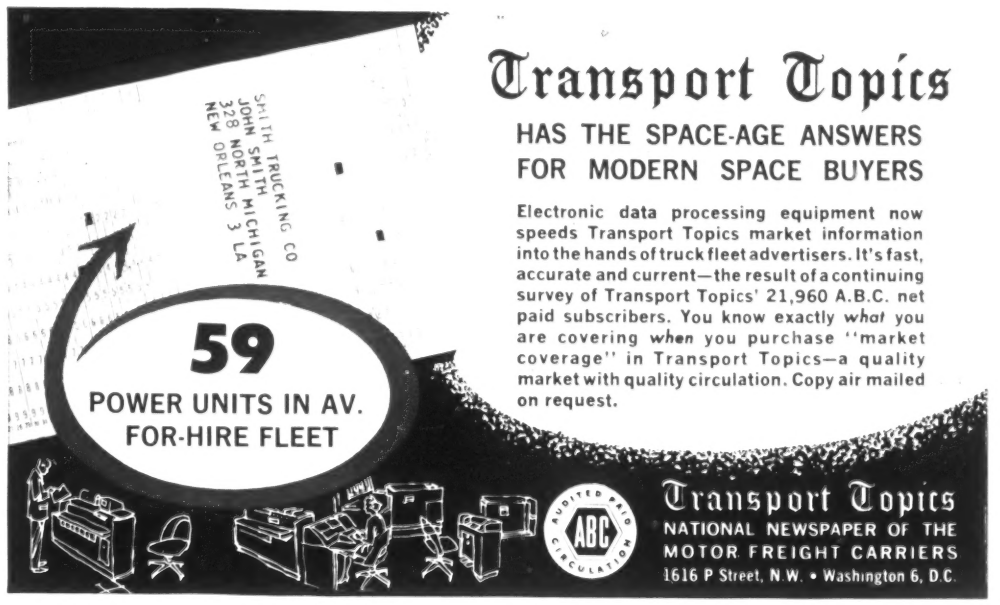
Al Schmid has joined Harry C. Phibbs Advertising Co., Chicago, as account art director. Mr. Schmid was formerly with Tatham-Laird, McCann-Erickson and Olsen-Schmid Studio.

Aves, Shaw Adds Account

Holland-American Wafer Co., Grand Rapids, Mich., has appointed Aves, Shaw & Ring, Grand Rapids, to handle its advertising and sales promotion.

Dunwoodie Adds One

Associated Testing Laboratories, Wayne, N. J., has named Dunwoodie Associates, Garden City and New York, as its agency.



Transport Topics

HAS THE SPACE-AGE ANSWERS FOR MODERN SPACE BUYERS

Electronic data processing equipment now speeds Transport Topics market information into the hands of truck fleet advertisers. It's fast, accurate and current—the result of a continuing survey of Transport Topics' 21,960 A.B.C. net paid subscribers. You know exactly *what* you are covering *when* you purchase "market coverage" in Transport Topics—a quality market with quality circulation. Copy air mailed on request.

Transport Topics
NATIONAL NEWSPAPER OF THE MOTOR FREIGHT CARRIERS
1616 P Street, N.W. • Washington 6, D.C.

DID SOMEBODY SAY, "IT'S IMPOSSIBLE"?

MAYBE it was a bewildered advertising production executive as he compared his budget and actual cost figures for "beating the deadline" with an important client's advertisement. Costs couldn't possibly have exceeded so carefully calculated an estimate, especially when allowance had been made for every conceivable contingency. But they did.

Here's how a prominent production executive rationalizes it. "Creating an advertisement involves many steps and many people before it's OK'd for plate making; and no matter how much time is figured, a lot of things can happen to gum up your schedule. For example: how can you anticipate idea changes after the job is in work, or unusual deliberations on copy, art and other essentials in a good advertisement? Finally when it's up to the production man and photoengraver to 'get the job done', other complications may pop up such as unusual art treatments that require extra time in photographing, etching and finishing. Thanks to our photoengravers, we've rarely if ever, missed a deadline or sacrificed the quality we're accustomed to."

Naturally, such production men know that "forced draft" on time and labor in any field, adds to production costs, and there is much evidence of their constant endeavor to minimize the causes that make the "impossible" not only possible, but inevitable.

You can be sure that your Chicago Association Engravers will always give 100 percent cooperation.

Chicago PHOTOENGRAVERS *Association*

craftsmen in fine reproduction for advertisers

Central Typesetting & Electrotyping Co.
Chicago Engravers
Collins, Miller & Hutchings, Inc.
Dot Engravers, Inc.
The Fairhorn Corporation
Globe Engraving & Electrotype Company
Hutchings & Melville, Inc.
Illinois Photo Engraving Co.
Jahn & Ollier Engraving Co.
Kieffer-Nolde Engraving Co.
Laurence, Inc.
Liberty Photo Engraving Co.
Thomas F. McGrath & Associates
Northwestern Photo Engraving Co.
Reliable Etchcraft Corporation
Revere Photo Engraving Company
Rogers Engraving Company
Superior Engraving Company
Washington Photo Engraving Co.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 — 50,026

HELP WANTED

PROMOTION MANAGER

Promotion Manager, man or woman, wanted by area's number one television station, medium size Southeastern market. Qualifications: Take charge station's Promotion Department, including on the air, newspaper, billboards, and above all, market and station promotion including market research and preparation of market and station sales presentations. If you have the ideas, and the follow through, this is the place for you. Working conditions and employee benefits excellent. Please send resume, salary requirements and photo.

Box 4780, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PR PRO

Medium size advertising agency offers ground floor opportunity to PR pro who has 5 or more years experience in building and industrial markets. Please send resume, references and salary range.

Box 4835, ADVERTISING AGE
630 Third Ave., New York 17, New York

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
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"All is grist which comes to our mill"
ANdover 3-4442, 105 W. Adams St., Chgo 3

PUBLIC RELATIONS

Young male editor to work on internal & external corporate publications; do wide variety of public relations assignments. Internationally known midwest firm. Applicant must have grounding in journalism, lively disposition, plenty of imagination and drive. Provide photograph, and brief resume in first letter.

Box 4837, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SALES MANAGER

National financial publication needs a full time advertising manager. Age 35 to 45. Knowledge of commercial and investment banking essential. Excellent future. Base pay plus commission. Must be willing to travel. Send Resume, business references, salary requirements in confidence.

Box 4836, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

"NER" describes hundreds of $7,000-$35,000 Executive job openings monthly. Write for free copy. **National Employment Reports, 20 E. Jackson, 902-G, Chicago 4.**

World-wide TV film organization has opening for aggressive and inquisitive assistant in its distribution department. Station traffic or agency program placement experience desirable. Excellent potential for growth. Location: Chicago.

Box 4854, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Wanted—Experienced industrial copywriter to assist agency vice president and account executives. Ability, not age, important. Send resume and salary requirements to **Taylor & Greenough Company, Wethersfield, Conn.**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

HELP WANTED

PUBLIC RELATIONS

Phila. office of leading national advertising agency has two openings in its PR Dept.: (1) PR Acc't. Exec. experienced in working with editors of technical and industrial pubs. (2) PR Acc't. Exec. experienced in working with consumer pubs. and with news, financial and business editors. Both men should be self-starters; fast, precise writers. Write to:

Public Relations Department
ERWIN WASEY, RUTHRAUFF & RYAN, INC.
3 Penn Center, Philadelphia 2, Pa.

COPYWRITER. This fast-growing Rhode Island agency has its eye out for the young man who has enough experience, ability, and desire to take a problem, pick it apart, reassemble the pieces and come up with a creative copy concept that "fits" . . . then, turn it into a campaign that will reach client objectives. Our man is young and aggressive and perhaps has four or five years with a good medium size agency under his belt. He'll get copy assignments from us that will span both consumer and industrial accounts. Most of all, he'll get opportunity to move forward in this business as rapidly as his talents dictate. We're a twenty-three man team—there's plenty of room at the top for the kind of person who doesn't need his hand held—all he needs is a copy challenge and the backing of the staff we can give him. Starting salary shouldn't be important to our man although we'll give him enough so he won't have to worry about it!—it's the man who wants to be earning top dollar when his talent matures fully that we want! If you are our man, fire us a note along with some samples of your stuff. Then, get ready to grab your hat and come talk!

Box 4778, ADVERTISING AGE
630 Third Ave., New York 17, New York

LAYOUT ARTIST—young man, creative, with a definite flare for design, a crisp, professional rendering skill that comes from a minimum of four years board experience on both consumer and industrial material. If you are our man, here's what you can expect from us: An association with real "pros"; a full day's work every day that will vary all over the lot as far as challenge is concerned, the type of atmosphere that only a young, growth oriented agency can provide. He will render the art director's roughs as well as develop many layouts from "scratch"; enough assistant art director assignments to prove his merit for consideration for promotion to that position. Salary commensurate with ability; ideally located for good living in Southern New England. If you are interested, send resume outlining your experience, background and aspirations to

Box 4777, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

PRODUCER

Unique bg. in TV Programming, Mot. Pix Prod. & A-V Aids. Inventively thorough. Good Team Man in Visual Communications.

Box 4771, ADVERTISING AGE
630 Third Ave., New York 17, New York

ACCT. EXEC. OR ADV. MFG.

15 years of strong, diversified and successful experience in both capacities with Chicago agency and major national advertiser. Nine years one agency. Seeking new opportunity with agency or advertiser in Chicago. Five-figure salary.

Box 4816, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Agency man, 28, with 6 yrs. expr. in traffic, prod., client contact, p.r. and accounting seeks new connection. Prefer brand mgr. or asst. to seasoned ad mgr. Desire position with management potential. Will consider agency opportunity. Will travel. Resume on request. Chicago.

Box 4839, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEXICAN CONFIDENTIAL LISTENING POST—Experienced American writer available for advertiser, agency, trade association, magazine or newspaper group.

Box 4842, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREAM OF CROP WANTS ADV. OR PROMOTION MGR. POSITION.

Highly creative ad man with insight, top experience as A.E. for 4A consumer & light industrial agencies plus newspaper promotion background is looking for position with potential. Early thirties, veteran, family, personable & presentible appearance. Heavy on marketing, good organizer, excellent traffic background, have researched, written & given presentations. B.A. degree. Superior references. Relocation no problem—salary secondary to opportunity.

Box 4840, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXP. CREATIVE ADVERTISING MAN: CRISP LAYOUTS/TYPOGRAPHY/PRODUCTION/LIAISON/DIR. ADV. DEP'T FOR MFGR., PRINTER OR AGENCY. Catalogs, ads, brochures, direct mail, pkg. design, etc. Employed. Married. Age 33. Re-locate. Resume' & refer. Write:

Box 4841, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ATT: AGENCIES, ADVERTISERS

Copywriter cramped by limited creative atmosphere, offers five-year background translating product values into compelling, **meaningful** sales messages.

Box 4843, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Copywriter, 8 yrs. agcy. & ad dept. exp. varied products for print media, direct mail, mail order, sales prom. Some contact exp. Self-starter with proven successes. Coll. grad; married; now employed.

Box 4844, ADVERTISING AGE
630 Third Ave., New York 17, New York

TOP NOTCH ADV/EDIT PROD. GAL with strong background in publishing seeks challenging position in NYC area.

Box 4845, ADVERTISING AGE
630 Third Ave., New York 17, New York

CIRCULATION FULFILLMENT MANAGER PROMOTION AND FULFILLMENT ABC AND BPA AUDITING EXPERIENCE BUSINESS PUBLICATIONS CHICAGO.

Box 4846, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

IF YOU'RE LOOKING FOR A YOUNG, CREATIVE, AMBITIOUS, ALL-AROUND EXPERIENCED "AD GAL" IN CHICAGO, LET'S TALK! BAYPORT 1-3817.

POSITIONS WANTED

NEW BUSINESS SOLICITOR-ACCOUNT EXECUTIVE

needs more room to operate. Creative writer who sells ideas, offers professional services to agency that wants to grow. Knowledge all phases agency functions and operation plus publicity and P. R. Strong on Industrial and Automotive. Available on 30 days notice.

Box 4847, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EDITOR-EXECUTIVE

Seeks editorial, PR or sales training, position, where he can use 14 years experience on technical trade books, 2 years in sales training, 2 years in management and communications.

Box 4848, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE ART DIRECTOR

Design and layout, direct all phases of finish. If you have a challenging art problem I can help you. 15 yr. ex. 34.

Box 4849, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Top level Creative Director

P.O.P. national accounts. Sales ability, persuasive personality. Can render art. Best references.

Box 4850, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART-ADVERTISING DIRECTOR

Somewhere West of Wantagh, NY, there's a firm in need of an art director, a production man and an advtg. mgr.—all rolled into ONE capable personality. Now, that need may be fulfilled! 15 yrs agcy exp.

Box 4851, ADVERTISING AGE
630 Third Ave., New York 17, New York

A & SP MANAGER OR ASSISTANT

Fifteen years all phases sales promotion & advertising, industrial & building products. Experienced budget planning & control, layout & copy. Heavy background sales aids, displays, trade exhibits.

Box 27 Q 195, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

AG/RIADVERTISING MANAGER/V-I-P

Vision-Initiative-Perspective . . . with a strong farm flavor. On blue chip account. Consider client or agency slot now. $15M requiring planned-in-depth campaigns. If you have tough farm sales problems then put an ag specialist on your staff and see the difference. Sample me and see.

Box 4825, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

IDEAS FOR SALE

Versatile copywriter included. Seven years of copy-contact experience on leading national construction machinery, automotive parts and electrical equipment accounts. Age 36. Married. Salary open.

Box 27 Q 171, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

Circulation Manager, fully experienced in all phases of newsstand and subscription sales. Excellent background in promotion, distribution and export sales. Salary open. Write:

Box 4852, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

OPPORTUNITY FOR AGGRESSIVE DIRECTORY SPACE SALESMEN

The International Telephone Directory which is published annually in Paris is under new management. This publication lists over 500,000 firms interested in international trade under 2884 classifications in 120 countries. Openings are still available in the following areas: New England, South, Texas, Oklahoma, Minneapolis, Milwaukee, Kansas City, St. Louis, Detroit, Cleveland, Chicago, Pittsburgh, Philadelphia, Washington and Upstate New York. Liberal straight commission basis. Special introductory offer to new advertisers. Only proven producers should apply. Please send complete resume and list any other publications you are now handling.

Box 4827, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

Experienced Publisher's Rep. Chicago area. Available to represent additional pubs.

Box 4733, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Eastern Publrs. Rep. ready to sell another established book. Best qualified for agric. or marine market.

Box 4853, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

For Buying and Selling PUBLISHING PROPERTIES
contact
W. B. GRIMES & CO.
—Media Brokers—
2000 Florida Avenue, N. W.
Washington 9, D.C.
DEcatur 2-2311

MISCELLANEOUS

WRITERS!—FREE SAMPLE copy of PINK SHEETS listing top-notch USA markets for short stories, articles, books and plays available to you upon request. **Write today! Literary Agent Mead, 915 Broadway, New York 19, N. Y.**

TO A **COPYWRITER** WHO WANTS TO ENJOY

BIG CITY INCOME with SMALL CITY LIVING!

We're looking for a man who enjoys writing persuasive advertising copy. He may be at present a copy chief or capable of being one. On the other hand he may be a copy director, slightly fed up with the daily rat race of catching the 7:15 . . . . . AM and PM, that is.

Here, in this Heart of America 4A agency, you will be working with others who have probably won more awards per square foot of wall space than any other single group while developing their artistry in preparing exceptionally persuasive advertising ideas and copy for a limited number of worthwhile accounts. (To be specific, average in high six figures—50% listed on New York Stock Exchange.)

You will not be asked to help reach decisions on the purchase of paper clips or rubber bands, nor will you be brain-washed with interminable meetings over insignificant subjects — in fact, we like our creative staff to dream and think about our clients' products and services in order that they can be more proficient in preparing persuasive ad copy for national media.

About the coin of the realm, we were pleased to learn at the recent 4A Convention that our scale equals "them big city fellers," even though we are located in an area of more modest living costs.

Opportunities? There are no limits for the man selected. Nor are there limits for this company which years ago discovered "creativity" is the most important product of an advertising agency.

Incidentally, we do not believe a man's mind dies at age forty, either. So if you would like to work and enjoy living in this kind of an environment, write and tell us about yourself — in confidence, of course.

BRUCE B. BREWER CO.
900 Walnut, Kansas City, Missouri
Serving the Midwest by Beechcraft and Skelly Gasoline

ADVERTISING EXEC.

No Starry-Eyed Genius but Sound 35 yr old Marketing Man

with 11 solid yrs exp as adv & sales prom exec with 3 nat'l consumer goods mfrs. Sales oriented, work closely with adv agencies. Can make major creative mktg contribution to agency or company. $15,000.

BOX 736, ADVERTISING AGE
630 Third Avenue, New York 17, New York

Help when you need it
SALES PROMOTION, ADVERTISING, MARKET RESEARCH
for Manufacturers & Agencies

A unique service of ideas, counsel and labor, as you need it, is now available from a team of three top executives with leading company and 4A agency experience.

Whether your problems are large or small, whether your budget is large or limited, you can now get assistance from three of the country's foremost men in . . . Market Research, Promotional and Advertising Ideas, Copy, Art, Media, New Product Introduction, Publicity.

Contact us on a confidential basis.

Box 737, Advertising Age
630 Third Avenue, New York 17, N.Y.

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advertising agency merger

THE DAY WE DECIDED TO MAKE A PROFIT . . .

Monday! That was the day we decided that overhead was too high to make a million dollars in billings pay off.

Top awards for creativity we've got—in direct mail and industrial advertising. Youth and experience we've got—in sales promotion, films, presentations, as well as trade advertising. Reputation we've got—for magazine promotion, trade show promotion, electronics and capital goods. And a public relations subsidiary we've got—with new accounts right on the fire.

Profits we haven't got. And it all could be solved with the right merger. Write in confidence. Box 739, Advertising Age, 630 Third Ave., New York 17, New York.

WANTED: COLLEGE GRADS

Planning to send your kids to college? $25 a month plus time plus right investment could swing financing. Write for free prospectus. Could be your greatest investment return, for college degree adds $1¼ million lifetime earnings. **Box 526, Wall St. Station, New York 5.**

Fine, Fast, Fairly Priced Photography

pics photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

WRITER-ILLUSTRATOR

Opportunity to work with writers and editors developing layout for humorous greeting cards. Ability to visualize situations and to coordinate design and copy is essential. Will consider male or female, age 20 to 35, with college, art school or equivalent training with major emphasis on illustration.

HALLMARK CARDS
Personnel Department
25th & McGee Trafficway
Kansas City 41, Missouri

RETURNING TO THE U.S. FROM JAPAN

Account Representative & Art Director, 35, with 11 yrs. agency experience, 10 yrs. in the Japanese market. Experienced on major U.S. and Japanese consumer goods. Sound knowledge of account servicing, creative planning, media evaluation, and use of research. Good layouts. Seeking position in early fall with agency or advertiser. Will locate anywhere. Interested parties please contact **D. H. Herring, CPO Box 1447, Tokyo, Japan, for resume.**

ADVERTISING SALESMAN ARCHITECTURAL PUBLICATION

We have an opening in Chicago for an enthusiastic, energetic, creative and persistent young salesman. Some experience in space sales or building product sales desirable (particularly experience in calling on architects). Must be willing to travel. Excellent potential based on salary and commission arrangement. Starting salary commensurate with experience. Please send complete resume and business references in confidence.

Box 730, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

WHY DO EMPLOYMENT AGENCIES THINK JOBS AREN'T TOO IMPORTANT?

Here's an interesting fact about the employment agency business.

If you were a job counselor, you would get a fee for locating a job opening.

However, if you could find someone who could *fill that job*, you'd be paid twice as much money.

In short, employment agencies know it's twice as hard to find good people as it is to find good jobs.

And that's where we feel Creative House fills an important void. We *know the top people in advertising*. And why not? We're in the ad business, too.

For instance:

WE HAVE THESE TOP PEOPLE

CREATIVE DIRECTOR. A real star who has written campaigns that have made products household words. He was also President of his own agency. $35,000

ACCOUNT SUPERVISOR. He's led the thinking on great compaigns for such agencies as Thompson and McCann Erickson. A really seasoned pro. $25,000

TV WRITER-PRODUCER. Now with one of the top 5 agencies. He's so good, we wish we had his reels in our sample case. Truly terrific. OPEN

ART DIRECTOR. If you're tired of art directors who can draw only a salary, see him. A great visualizer. $18,000

PRODUCTION MANAGER. One of the brightest young fellows we've seen. $9,000

WE HAVE THESE TOP JOBS

TV ART DIRECTOR. You'll be part of a team that plans commercials before they are written. to $12,000

COPY CHIEF. A 4A Texas agency is looking for a bright young star who can write and direct food copy. to $15,000

FILM WRITER. We're looking for a writer who can put excitement into industrial films as well as TV spots. OPEN

GAL FRIDAY. An ad girl who can type, take dictation and doesn't look like the Bride of Frankenstein. FREE $375

CREATIVE HOUSE PERSONNEL SERVICE
Where Creative People Select Your Talent
41 East Oak • Chicago 11 • DE 7-0001

Regionalism Spreads in Network TV Buys

(Continued from Page 3)

show sold on a regional basis. Hills Bros. coffee has been sponsoring it on 25 stations on the West Coast, with Sealtest in the remainder of the country. Sealtest will place its budget on the Bob Newhart show next season; Hills Bros. has not committed itself yet.

■ Regional buys have seeped into NBC's daytime schedules. Beech-Nut baby food and General Mills last October placed 52-week orders for participations in six daytimers. Beech-Nut is sharing sponsorship in roughly the eastern half of the country, with General Mills in the western half for "Say When," "The Price Is Right," "Truth or Consequences," "Loretta Young Theater," "From These Roots," and "Here's Hollywood."

Although some sponsors place orders which are well above the network's minimum buy requirement, these purchases are restricted to specified regions. An example is Massey-Ferguson, whose buy on "Five Star Jubilee" is limited to areas with potential customers for its farm products. Its sponsorship on some 108 stations is primarily in rural areas, omitting such prior markets as New York.

Sales on NBC's "Today" and "Jack Paar Show" are not made on a regional basis. Advertisers on these participation shows buy a list of stations pre-set by the network. For Dave Garroway's show, they must buy 62 stations, covering about 80% of the country. For greater coverage, they may add a supplementary list of 82-84 stations. Paar sponsors buy a basic group of 64 stations and, if desired, a supplementary list of 103.

■ Sports have always been the biggest area for regional sales because the tv blackout of league cities discourages most national advertisers from sponsorship. Backing "Major League Baseball" on NBC this season are Anheuser-Busch in the Midwest and Southwest, Schlitz in the north-central area and General Insurance on the West Coast.

With the exception of sports, however, NBC pointed out it does not like to accept regional orders because (1) the mechanical handling of commercials in some complex regional sales could cost the network more than it would make on the sales, and (2) it's difficult to sell the remaining markets after signing a regional sponsor. If, after accepting a regional buy, the network must put the program on a sustaining basis in some markets, it will have some discontented affiliates.

■ Several people become involved in providing the technical facilities for a regional buy. Members of NBC's special services unit, traffic and clearance departments sit down with representatives of the phone company to decide how cutins will be made to accommodate the commercials.

Sometimes the network must supply some stations with individual tapes or films of the commercials if the phone company can't feed them. In such cases, these stations must be provided with cues to know exactly when to drop in the commercials.

The telecasting of a professional football game last fall required 23 origination points for the commercials to accommodate its seven advertisers. Handling was made even more difficult because in the case of a sports telecast it can't be determined beforehand just when the commercials will be aired.

■ CBS said that its regional sales are mostly limited to sports. ABC, on the other hand, has had some activity in this area lately. That network has accepted a summer order from Sinclair for alternate hours of Lawrence Welk in all areas except California, Washington, Oregon and New England. Colgate-Palmolive will sponsor one-third of the Welk show weekly on the West Coast. Remaining sponsorship on the show will be carried by J. B. Williams Co.

Other regional business at ABC includes Humble Oil's quarter sponsorship of "ABC's Wide World of Sports" in 34 states and Mrs. Filbert's margarine participations in several daytime shows for the East Coast only. ≡

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

SPACE SALESMAN

Trade publication in Feed Manufacturing field seeks space salesman with proven ability in feed or allied field. Chicago area. Exceptional opportunity with long-established company. Extraordinary fringe benefits. Salary commensurate with experience. Our staff knows of this ad. Send full resume. Box 735, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

Our 50th Year

PROMOTION Distributor mdsg. req. good equity. Southern city. Open
ASST. EDITOR Nuclear physics. Knowledge essen. Editor poten. $8,000
COPYWRITER house organ accts. journalistic bkgd. helpful. 6,500
MANY MORE. MAIL RESUME.

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

the copy shop
MU 3-1455
270 madison/ny 16

COPYWRITING STUDIO
Confidential Work

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication any kind—any medium

DON HARRIS NEEDS . . .

for a Southwest 4-A agency, these consumer-goods men: AE to $15M, copywriter (print and broadcast), $14-15M, research-marketing director, $10-$12M, ART DIRECTOR, print, some TV. First-rate creative references. $16-$18M.

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago WA 2-9400

HELP!

Young, creative advertising executive quietly seeking change in Chicago area. Excellent bkg. in consumer advertising on national and retail levels. P-O-P. Pkg.

Box 738, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

$100,000
WORTH OF BILLINGS

controlled by Ad Account Exec who seeks an agency change. Future and security must be offered by new agency.

Reply in confidence to:

Advertising Division
STURM-BURROWS & CO.
Executive Search and Personnel Placement Specialists
1420 Walnut St. Phil. 2, Pa.

DISPUTE—*This General Electric ad has been labeled "completely untrue" by Zenith Radio Corp., which claims the FCC approved system was developed by Zenith. GE denies the charge.*

Zenith, GE Hassle Over GE Ad Claims on FM Stereo Plan

CHICAGO, May 3—Ads by General Electric Co., heralding Federal Communications Commission approval of "a GE developed system of fm stereophonic radio broadcast" brought a strong protest from Zenith Radio Corp. this week.

The GE claims are "completely untrue," Zenith said, asking the Federal Trade Commission "to investigate the matter and use its power to stop this unfair method of competition."

Joseph S. Wright, Zenith president, said the basic idea adopted as standard by the FCC April 20 was conceived and developed by Zenith. Only a "minor change" in the Zenith system is embodied in the FCC standard, Zenith claims.

■ A demurer from Hershner Cross, general manager of GE's radio and television division, said that GE's change was significant, and that "a review of the development timetable had led us to the conclusion that had your company [Zenith] done no work at all in stereo broadcasting, we still would have submitted the system we proposed."

Zenith pointed out that the FCC order fixing stereo fm standards "found that the proposals of Zenith and General Electric were 'theoretically identical' and they were treated as such, and referred to by the commission in its press releases as Zenith-GE proposals."

The large-space GE ads in question ran last week in *Home Furnishings Daily, New York Times* and the *Wall Street Journal*. ≡

La Rosa, McAlpine to NL&B

Joseph La Rosa has rejoined Needham, Louis & Brorby, New York, as director of the art department. Mr. La Rosa returned to NL&B where he was previously an art director, after a period with McCann-Erickson. At the same time John R. McAlpine, formerly assistant general manager of the St. Paul office of Erwin Wasey, Ruthrauff & Ryan, has joined the agency as a member of the account executive staff.

Trahey Adds Three Accounts

Three subsidiaries of Reliance Mfg. Co. have appointed Jane Trahey Associates, New York, to handle their advertising. The subsidiaries, sportswear manufacturers, are Sportempos, Pantempos and House of Suburbia, all of New York. Ashe & Engelmore formerly handled the accounts.

Dow Weighs Coupon Test

Dow Chemical Co. is evaluating the results of an IBM coupon offer tested in a recent Sunday supplement of the *Toledo Blade*. The tip-in coupon offered 7¢ off on a package of Saran Wrap. Although the IBM coupon could be processed faster than the conventional clip-out coupon, Dow said it would be "several months" before results of the test were evaluated. First results (from Nielson Coupon Clearing House, Clinton, Ia.) were received within two weeks of the offer. MacManus, John & Adams is the agency.

KHJ Appoints Trenner

Harry Trenner, director of western sales development for all RKO General stations, has been named to the new post of divisional director of KHJ and KHJ-TV, Los Angeles, and KFRC, San Francisco. This follows a year-long reorganization assignment by Robert J. Leder, RKO vp and director of WOR and WOR-TV, New York, during which time he doubled as divisional director of KHJ-TV.

Choice Enters New Markets

Colgate-Palmolive Co., New York, has expanded marketing operations for Choice toilet bar into Cedar Rapids, parts of Ohio, all New York state (except the metropolitan New York City area) and Tucson. Advertising includes split editions of *Life*, *TV Guide*, spot tv and newspapers. Ted Bates & Co., New York, is the agency. A three-way soap for oily, dry and regular skin, Choice was tested last year in four markets, including Fresno, Cal., Wichita Falls, Tex., and Richmond, Va.

Roman Elected Club Head

Melvin F. Roman, president, Roman Advertising, has been elected chairman of the board of governors of the St. Louis Council of the American Assn. of Advertising Agencies. Other new officers are Kenneth J. Bayer, president, French Advertising, vice-chairman, and Casper S. Yost, president, Ridgeway-Hirsch Advertising Co., secretary-treasurer.

Reast Agency Absorbs Felt

Felt Advertising, East Orange, N. J., has been merged with Reast & Connolly Advertising, South Orange, N. J., and George G. Felt has joined Reast & Connolly as a vp. Reast & Connolly, the surviving agency, was founded in 1934 as Fred M. Reast Advertising. Mr. Felt established his agency in 1946.

Fast action FORMULA

Shake up a few choice words for a low-cost (min. $5) message in The Advertising Market Place . . . serve it in the next issue of Ad Age—and watch the action! Your message gets results because it's read by over 177,000 top marketing men with authority to make immediate decisions. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Machine Vending Frees Marketer for More Creative Selling, Watson Says

ATLANTA, May 2—Stuart D. Watson, president of McCann-Marschalk, last night heralded vending machines as "symbols of a whole new trend to more efficient distribution," predicting that machines' sales volume is likely to increase by 60% over the next five years.

He stressed: "The idea is not to match wits with a vending machine, but to rise as far above it as our talents permit . . . to picture a new and exciting world and to realize the opportunities it can bring."

Stuart D. Watson

To achieve this end, he advised a meeting of the Atlanta Sales Executives Club, industry must turn to a creative marketing approach.

"What will lift us from one level to another will be the power of creativity," he declared. "This is the power of seeing relationships between things that may or may not seem to be related, and reaching new solutions through fresh perceptions."

One of these fresh perceptions, he said, is disclosed in the accelerated trend to simplified distribution, to new applications of self service and to new efficiency in the marketplace.

■ "This trend means bigger self-service stores," he said. "It means fewer service people per sales dollar. It means greater use of computers. It means faster turnover of stock. It means that the seller must be more in step with the needs, wants and interests of the buyer."

As a reminder of how much change business has already experienced, Mr. Watson said that in the past ten years retail sales have increased almost 20%, but the number of retailers has declined 40%. For every 100 food merchants ten years ago, there are now only 64.

Meanwhile, stores are getting bigger and fewer. Two-thirds of total sales are accounted for by 11% of food stores, he estimated.

In the construction field, Mr. Watson said, it will soon be the case that 1,000 builders will be constructing two-thirds of all new houses. To stay in business, small lumber yards will turn to home improvement and renovation, he predicted. "They can develop a retail outlet that we might call a 'home improvement center'—rather than function as a supplier to carpenters, who today have far fewer contracts to build houses," he said.

■ Mr. Watson sees new mechanical ideas as a welcome relief from tedious physical and administrative chores. "All marketing advances free our energies for more creative forms of selling," he said. "They can help us upgrade our work—to move from our present level of selling to a higher level. There is the pressure of machine selling at the bottom and the attraction of creative selling at the top.

"Let's consider the pressure from the bottom; let's remind ourselves of what a vending machine can do," Mr. Watson said. It provides storage, requires little space, performs in or out of the weather, provides refrigeration, heating or room temperature, offers fine display, serves as a cashier, and consummates sales, he said.

"But there's still an awful lot that machines can't do," he pointed out. "A machine can't change its ways. It can't respond to change."

Among the changes that Mr. Watson advised marketers to be aware of: Shoppers will be more discriminating and better educated, and more of them will fall into older and younger age groups.

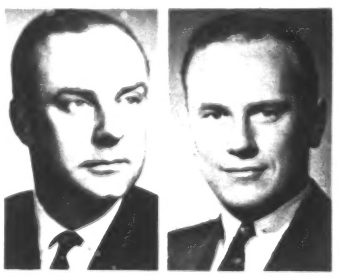
For every ten added people of working age in 1970, he predicted, there'll be 60 added teen agers and young adults, and almost 40 added in the age group of 65 and older.

■ To keep up with these burgeoning new markets, industry must go where consumers go. For example, he said, one jewelry store is leasing departments in key traffic centers, such as major chain drug stores—"taking its products to the consumer." And in New York and Cleveland, he noted, railroad terminals are beginning to have the look of shopping centers.

S. C. Johnson & Son's move to a house-and-garden insecticide, creating not only a new product but a new product category, is another example of "creativity in market strategy," Mr. Watson said.

Colgate Names Young, Grimm; Miller Joins C-P International

Colgate-Palmolive Co., New York, has named Robert W. Young Jr. vp and general manager of the household products division. Succeeding him as vp and marketing director of the division is John E. Grimm III, formerly with Sterling Drug. Mr. Young, who was with Kenyon & Eckhardt before joining Colgate in 1959, replaces William T. Miller, who shortly will be named president of Colgate-Palmolive International.



John E. Grimm Robert Young Jr.

These appointments confirm reports in ADVERTISING AGE March 6 and May 1.

Buick Promotes Millar

Buick motor division has promoted Gerald M. Millar from advertising manager to director of merchandising. He succeeds Richard B. Cogswell, who becomes a Milwaukee zone manager. Mr. Millar came to Buick two years ago as ad manager after 10 years with Brooke, Smith, French & Dorrance in Detroit. His new duties as director of merchandising will include sales promotion, marketing, shows and exhibits and other related departments, as well as advertising.

Leemis Joins Greenbelt

Arthur Leemis, formerly director of advertising and pr for Super Valu Stores, has been named director of communications in charge of pr, membership and advertising for Greenbelt Consumer Services, Beltsville, Md., a consumer cooperative operating a chain of 11 supermarkets, six pharmacies and seven service stations in the Washington-Baltimore area.

Ladish Names Ardiel

Ladish Co. of Canada, Brantford, manufacturer of steel sanitary fittings, valves, tubing and pumps for the dairy, beverage and food industries, has appointed Ardiel Advertising Agency, Hamilton, to handle its advertising.

McEvoy Martinez Oberholtzer

HONORED—*Newman F. McEvoy, senior vp and media director of Cunningham & Walsh, received the Gold Key award "for distinguished advertising leadership" at the fourth annual Station Representatives Assn. luncheon in New York May 3. Hope Martinez, of Batten, Barton, Durstine & Osborn, was recipient of the Silver Nail timebuyer of the year award. At a simultaneous luncheon in Chicago, William H. Oberholtzer, of Leo Burnett Co., was honored as the Chicago timebuyer of the year.*

Advertising Needs Dose of PR to Sell Farm Market: Hull

CHICAGO, May 2—Advertising—paid space and time, plus printed promotion materials—is not enough to sell the increasingly complex farm market, according to H. Joseph Hull Jr., advertising and public relations manager of New Holland Machine Co.

This is because "things we sell do not have built-in glamor and are not purchased for the same reasons as beer or soap," Mr. Hull told the assemblage at the second annual "Farmarketing in the '60s" seminar sponsored by the Chicago Area Agricultural Assn. yesterday.

"Glamor for the mundane—interest and appeal for the prosaic—is the problem," he said.

Mr. Hull said the farmer, "like all the rest of us, lives in a world of over-organization." He listed more than 30 specific organizations that influence the farmer, and noted that in the encyclopedia of associations there are approximately 400 associations listed under agriculture.

To be effective in marketing to the farmer, advertising must be "mixed with a good healthy dose of public relations," he said, and coined the name, "marketing relations" for this mixture.

■ Mr. Hull defined marketing relations as product advertising, plus education of the buyer in the products' use, plus educational information to the influence groups directing the farmer—all correlated with objectives, policies and philosophies of these influence groups.

Marketing relations, Mr. Hull said, is a way of life, predicated on the fact that you can only successfully sell products that fit in with the buyer's scheme of things.

The first tool in expanding advertising to a marketing relations concept is research, he said. He cited an example when some years ago New Holland strongly promoted making grass silage, in the belief that the only way to make good grass silage was with preservatives added.

"Imagine our chagrin when we found the U.S. Department of Agriculture was recommending wilted silage with no preservative," he said. New Holland takes the time and trouble today to find out what others believe before it writes its advertising, he added.

■ He stressed that because the farmer "is one of the most 'advertised to' people in the world, an advertising and marketing relations must be above average to get to him, let alone sell him something."

Marketing relations is a field bigger than techniques, he asserted, stressing that a company selling a complex market must be aware of sociological and economic changes.

In esseence, he said, a good program is one of "educating the farmer to his own benefit, and by educating him, thus broaden a market—all the end objective of selling merchandise."

■ John J. Poister, Fuller & Smith & Ross, told the group he believes the intense competition today for every sales dollar has separated advertisers into two groups. One group resists change and is hampered by old-fashioned selling methods. "This group believes advertising is just a matter of running some ads," he said.

The other group has "accepted today's marketing revolution and is spearheading some of the changes taking place in our exploding system of mass distribution."

Mr. Poister believes that jet transportation and electronic communication, plus changes in the consuming population have made it a salesmen's market, a retailers' market and a buyers' market, with a "decline of the manufacturer in controlling the consumer's dollar at the point of sale."

Too many companies overlook sales promotion and merchandising, turning mainly to national advertising "to hone the necessary competitive edge needed to sell today," he asserted.

■ Mr. Poister said today, depth and penetration, as well as coverage, are needed and for these there is nothing equal to well planned, locally oriented sales promotion campaigns.

Far too many promotions are created for the convenience of the manufacturer, he said. The retailer is not interested in his supplier's selling problems, but is interested in his own, he said.

"It is easier to write an ad for *The Saturday Evening Post* that will get consumers excited than it is to create an in-store promotion that will get storekeepers excited," he said.

■ Frank H. Cappy, advertising director of American Cyanamid Co., agrees that all elements of advertising must be coordinated in a skillful marketing program.

He advocated a four-point program to get maximum use of advertising: (1) Keep the salesman in mind; (2) Make certain the program is well executed; (3) check and recheck with the sales department to make certain the program is operating correctly; (4) play for a playback to find out what happened, both in the successful and unsuccessful promotions.

Gus Younger, vp of sales, Gamble-Skogmo Co., told the group consumers are "growing restless under the blanket of insincere selling today and are hungry for new products and new selling ideas."

He said the four important factors in successful retail selling are: (1) Sales personality—an enthusiastic selling attitude of salesmen; (2) a friendly store attitude toward customers; (3) a neat, clean store, but an exciting one with something moving or shouting in front of customers; (4) a sincere selling effort.

■ Charles B. Shuman, president of the American Farm Bureau Federation, predicted a wider use of contract marketing of agricultural commodities.

"With the concentration of the marketing and distribution of agricultural-products in the hands of fewer buyers, and the resulting dangers of monopolistic practices, it has become apparent that it is in the best interests of farmers and the entire economy that the marketing power of farmers and ranchers be strengthened," he said.

■ Recognition of changes in agriculture is the first step toward successful selling to farmers in the '60s. That's one of the conclusions of "Farming's New Face," a research-based presentation of *Successful Farming* to the seminar.

According to the magazine presentation, fewer, larger and richer farmers will be increasingly better customers, as the nation's farm income is divided among about 2,000,000 farmers capable of surviving an intensely competitive and complex business.

In addition to spectacular increases in productivity, attributed to greater use of new machine and chemical technologies and management methods, observers of the farm scene have noted vast sociological changes.

■ More and more farmers, especially those who are making large profits and who will continue farming, have ceased to regard farming as a way of life and instead see it as way of making a living. Management-minded, these farmers will insist upon expertness from those who serve them and will be more receptive to ads that will give them "reasons why" and facts in depth, the magazine predicted.

Citations for the 10 "best farm ad campaigns of 1960" were made to 10 advertisers and their agencies. Final selection was made by William D. Tyler, exec vp of Benton & Bowles and author of the "Tyler's Top Ten" feature in ADVERTISING AGE. Certificates were presented by S. R. Bernstein, editorial director of ADVERTISING AGE.

1960 winner advertisers and their agencies are: Champion Spark Plug Co. and J. Walter Thompson Co.; Massey-Ferguson and Needham, Louis & Brorby; the tractor and implement division of Ford Motor Co. and Meldrum & Fewsmith; Hess & Clark and Klau-Van Pietersom-Dunlap; American Steel & Wire division, U.S. Steel Corp., and Batten, Barton, Durstine & Osborn; Eli Lilly & Co. and Gardner Advertising Co.; American Cyanamid Co. and Cunningham & Walsh; Ralston Purina Co. and Gardner; Dow Chemical Co. and MacManus, John & Adams; and Moorman Mfg. Co. and Marsteller, Rickard, Gebhardt & Reed.

C-M Transfers Peterson

Campbell-Mithun Inc. has transferred Eugene Peterson, vp, from its Minneapolis office to its Chicago office to head a new creative group with primary responsibilities on the recently acquired Montgomery Ward & Co. account. Mr. Peterson was formerly special assistant to the chairman of the board.

This Week in Washington . . .

U.S. Hikes Aid to Marketing Abroad

By Stanley E. Cohen
Washington Editor

WASHINGTON, May 4—The precarious balance of international payments is a reminder that in matters of trade, as in matters of world politics, the U.S. finds itself in unaccustomed difficulties. That's why there is special significance in the intensively scheduled 10-day trip to western Europe which was undertaken by Commerce Secretary Luther Hodges this week.

We like to think of ourselves as a nation of super salesmen, but the statistics show that, to an alarming degree, our place in many markets—even at home—has been seriously challenged.

Much of this rugged competition in international trade reflects important changes that have taken place in worldwide industrial capacity since World War II. Our late allies and enemies alike have replaced bombed-out factories with new installations using the latest and most productive equipment. Nations like Japan, which formerly relied chiefly on cheap labor, now produce products which compare favorably with our own.

■ In addition to normal considerations of commerce, the shift in trade balance has its deadly implications in the cold war. Before his departure for Europe Monday, Secretary Hodges gave the annual meeting of the U.S. Chamber of Commerce a sobering report on the Soviets' important trade gains in important undeveloped nations. Our people once laughed when Khrushchev threatened to beat us at our own game—production. But the government certainly isn't laughing now.

For his journey to Europe this week, Secretary Hodges, who likes to identify himself as the only member of the Kennedy cabinet not born in this century, marked out an itinerary which might wear out a much younger man. But he seemed to relish the prospect, possibly because he is reverting to one of his favorite roles—the traveling salesman.

■ In western Europe he will be trying to find out what we can do to sell products—and tourism—more effectively. In the familiar pattern that he developed while recruiting new industries for North Carolina, he also is selling the idea that Europeans can make money by investing their capital in production facilities in the U.S.

As Secretary of Commerce, Mr. Hodges spearheads the government's expanding program to assist in stimulating export and tourism business. At a time when our Treasury has to keep an eye on the weekly gold shipments reports, this is a responsibility which neither the administration nor the Congress is taking lightly.

As a leader of the so-called "free world," the U.S. remains committed to the idea that those who expect to sell in the world must also be willing to buy. Even in textiles, where our important and politically powerful domestic industry is in most serious distress, the administration this week reiterated its hope that the flood of foreign competition can be dammed through an intensified system of voluntary market quotas.

■ When he was asked about the flight arrangements for his European trip, Secretary Hodges suggested the arrangements illustrate the principle of reciprocity which the U.S. accepts. His departure on Monday was by KLM. He's booked to return on Pan American.

At home, our factories will be expected to continue to defend their markets in open competition with foreign producers. If the balance of trade is precarious, the remedy—it appears—will be for U.S. industry to meet the competition by cutting its production costs and improving is promotional effort.

Government, of course, promises to lend a hand. Repeatedly since taking office, President Kennedy has complained that our industries are "making do" with production equipment which is less efficient than the equipment that has been installed in new foreign factories. He concedes that high taxes have discouraged investment. As a remedy, he proposes to allow tax reductions of as much as 15% to those which will divert the saving into new plant and equipment.

■ In his appearances before business groups, Secretary Hodges has said that the existing overseas promotional programs of U.S. business leave a lot to be desired. Only 12,000 of the nation's 300,000 manufacturers are doing any exporting. Often, he says, our efforts lack drive and vitality. As he sees it, we are being outsold, rather than undersold.

Promotion is an area where government seems most anxious to try its hand. The $5,000,000-a-year government sales program for tourism should be clearing Congress in the next few days. Now that this is on the way to reality, members of Congress are suggesting that somewhat similar projects ought to be worked up to promote trade, too:

"National Export Policy Act of 1961." This has the backing of about 24 senators, including most of the Senate small business committee. It greatly expands the authority of the State and Commerce Departments, to provide overseas marketing data and promotional assistance to individual U.S. business men. Included in the bill: Authority for the government to use advertising abroad and at home to stimulate exporting of U.S. products.

"Traveling show cases." Supported by most of the same senators, this program would use the atomic powered ship Savannah and ships of the mothball fleet as floating trade fairs. Helicopters and trailer trucks, called "salesmobiles," would be used to reach inland locations.

■ Under existing authority, the Department of Commerce is plunging ahead with ambitious plans for intensification of conventional promotional programs. There will be the usual overseas sales junkets by top officials, and pep talks to business meetings here. But beyond that, the government's promotional support will take more concrete form:

Market data. At the root of this program is a determination to supply the Commerce Department's nationwide network of domestic field offices with a wealth of basic materials about overseas markets and overseas marketing. The Advertising Council has been asked to develop a promotional campaign to steer more business men into these Commerce Department offices. The Commerce Department even promises to provide sales contacts, though no business man better start on this unless he is prepared to go ahead ultimately with the development of his own sales strategy.

Overseas representation. U.S. participation in foreign trade fairs to be substantially expanded under L. Edward Scriven, former A. C. Nielsen Co. vp, recently recruited by the department. There will be less propaganda and more hard sell, with U.S. companies encouraged to send order takers along with the merchandise on display. In several key foreign cities, permanent U.S. trade exhibit halls are being opened; the first opening, in London, is set for June 26, with displays by 50 makers of household equipment.

Financial help. Many sales have been lost by U.S. businesses because foreign competitors, with the support of their governments, have been able to provide handy credit while the U.S. seller shopped for a bank. Now the Export-Import Bank is expanding its lending programs, so that it is ready to provide guarantees against commercial as well as political risks. #

Kaufman Adds Institute; Names Wiggins, Sabatino

William J. Wiggins has joined Henry J. Kaufman & Associates, Washington, as an account executive, and Philip N. Sabatino has joined the agency as art director. Mr. Wiggins was formerly national representative of United Features Syndicate and Mr. Sabatino was formerly art director of Art Designers.

Kaufman has been appointed to handle advertising for Capitol Radio Engineering Institute, Washington, center for training technical personnel in radio-electronics.

'Teen' Increases Rates; 'Rod & Custom' Boosts Size

Teen, Los Angeles, will raise its rates, effective with the July issue. The b&w one-time page rate will go up from $2,100 to $2,415, based on a circulation of 675,000—75,000 higher than previously. Rate for four-color covers will be increased from $3,150 to $3,615.

Rod & Custom, another Petersen publication, will change from its current pocket size to standard magazine format, beginning with the August issue. The b&w page rate will go up from $300 to $500.

James Langlie Miller

NASSAU PLANNERS—*Mapping out McCall's advertising and sales plans at the magazine's annual sales meeting in Nassau, Bahamas, are Alden James, recently named ad director (AA, April 17); Gov. Arthur B. Langlie, president of McCall Corp.; and A. Edward Miller, publisher.*

'Eventual Deterioration' of 15% Commission Foreseen by Briggs

(Continued from Page 2)

trade press for taking pot shots at each other and the rest of the industry. He said people turn to ADVERTISING AGE every Monday to tally account changes and to keep tabs on who got fired. He said this sort of thing is "almost peculiar journalistic attitude, which somehow confuses self-appraisal with the strangest kind of professional criticism."

■ To illustrate, he suggested that if other professions were to adopt the same sort of journalistic philosophy, doctors might soon discover a new column in the *Journal of the American Medical Assn.* called the "Masked Medical Marvel," which he likened to AA's "Creative Man's Corner."

The column might start out, "Yesterday while visiting Doctors Hospital, I witnessed the most unbelievable bungling of an operation: Poor scalpel technique, too much anesthesia; bad operating room teamwork and, in my opinion, the wrong lung removed. And the suturing—not to be endured."

Mr. Briggs said that while this would be fantastic in the medical world, "it is everyday stuff in the advertising world."

■ The rest of the program of Direct Mail Day was devoted to presenting "Direct mail's dynamic dozen," selling ideas selected from a survey by Mail Advertising Service Assn. of New York.

Roy Koch, advertising manager of McGraw-Hill text-films, explained how his company hit on a way to keep film previewing to a minimum. Instead of making general mailings on a selected number of new titles, McGraw-Hill prepared a number of personalized postcards.

"The message side of the back was blank except for a short description of the film. No pitch, no push. Not even a stamp," Mr. Koch said.

Salesmen put their own messages in the blank space and sent them only to "sure-thing prospects." Thus, he said, previewing is minimized, since new prints can be sent on an approval basis, and screening inventory is eliminated.

"With the ratio of preview-to-purchase so high," Mr. Koch said, "we are able to eliminate general mailings on most postcard titles entirely and put them directly into backlist, where the single title sales are real gravy."

■ Clinton Lewis, account executive of Muller, Jordan & Herrick, told how his company designed a mailing program to persuade pipe extruders, wholesalers and retailers that Du Pont resin for pipes was better than other, inexpensive resins. Muller, Jordan & Herrick labeled the advantages, "the invisible differences," because they were admittedly not readily apparent.

The first direct mail piece went to wholesale salesman, asking "What's the big I.D.?" The mailer asked them to put the names of their top retail prospects on the cards provided. Response, according to Mr. Lewis, was 20 times better than similar efforts—nearly 10,000 prospect names.

■ Attached to every mailer was an Indian arrowhead, which might be valuable, and would be redeemed by Du Pont for $20. Or, Mr. Lewis said, it might be worth only a few cents. Other mailers carried nuggets, a few real, most "fool's gold." The same idea was used with Indian head pennies, stamps and actual slices of plastic pipe. The difference in all the items was invisible, Mr. Lewis said, just as the extra quality of Du Pont resin is invisible.

The retailer, to discover if his gold nugget or arrowhead was worth the $20, had to call in his wholesale salesman whose business card was attached to every mailer.

■ Another success story was related by Robert Higginbotham, president of McVicker & Higginbotham. He told direct mailers how his company perked up luncheon sales for a New York restaurant, the Lobster Restaurant & Chop House. McVicker & Higginbotham designed new stationery, incorporating a lobster ashtray giveaway.

Chairman of this year's Direct Mail Day was Edward Lasting, president of Circulation Associates, New York. The New York MASA chapter presented its annual merit award to Henry Hoke Sr., editor of *Reporter of Direct Mail Advertising*. #

Fensholt Moves Offices; Adds Lonergan, Dukes

Tom L. Lonergan and Ralph J. Dukes have joined the creative staff of Fensholt Advertising Agency, Chicago. Mr. Lonergan, an account executive, was formerly with Russell T. Gray Inc., Chicago, and Mr. Dukes, copywriter, was formerly with Symonds, MacKenzie & Co., Chicago.

At the same time, Fensholt has moved to new offices in its own building at 17 E. Erie St.

Siebert Joins Storkline

Storkline Corp., Chicago, has appointed Richard C. Siebert assistant to the vp-marketing. Mr. Siebert was formerly sales manager and sales promotion manager of Associated Stationers Supply Co., Chicago.

Sears

Shop at Sears and save

MONEY SAVER—*Sears, Roebuck & Co. will push a shop-at-Sears-and-save theme with a series of spreads in Life every three weeks, starting May 5 and in Look and in Reader's Digest every month. The ads are the first prepared for Sears by Ogilvy, Benson & Mather.*

Brown Predicts Breakthrough in Ad Effect Studies

(Continued from Page 2)

exposed and unexposed groups. However, the procedures are well known to statisticians and to marketing research people. In other words, it can be done," Mr. Brown continued.

■ "A second general approach to separating advertising effect from other factors at work in the market is to select for measurement some element where advertising is the predominant influence at work. For example, a survey of the market may reveal the following information:

Among present users of the product:		%
Never heard of brand		60
Heard of brand and		
1. have purchased it	10	
2. are thinking about trying it	5	
3. have not thought about trying it	25	40
		100%

"Advertising may be assigned the task of raising the percentage of persons who have heard about the brand, and also raising the proportion of those who have heard of the brand that are thinking about trying it. These goals may be reached even though sales are falling because of pricing actions by competitors, general business conditions, loss of important outlets for the brand, or any of a dozen other factors that might affect sales unfavorably," he continued.

"Concentrating on the communications aspects of the market and establishing goals for advertising in terms of specific factors that can be measured through objective surveys is the essence of this second approach to the separate measurement of advertising effect," he said.

■ "While this approach solves the problem of measuring the separate influence of advertising, it does not tell us how much sales will be affected. It is, of course, possible to combine the experimental design and the measurement of the communication effect of advertising. This has the advantage of making sure that advertising is the only influence at work, and the further advantage of setting the stage for a study of the communications effect with the net sales effect," he pointed out.

2. "The problem of calendar time.

"From the point of view of technique, the solution to the problem of advertising effect through time is simply to continue to apply the battery of measurement techniques at regular intervals through time . . .

"While the work in this area is still quite fragmentary, preliminary data indicates that the problem may not be as insurmountable as it appears. For one thing, the impact of advertising on sales appears to be immediate rather than delayed. As the knowledge and image grow, the sales results also grow.

"There is, of course, a difference in the rate at which sales grow and knowledge grows, and there may be a difference in the time required for knowledge to peak and sales to peak, but there appears to be no delay between the start of the knowledge climb and the start of the sales climb. However, even if there is a period of image build-up before any action occurs, it is possible very early in the research to classify people at a point in time by their exposure to advertising effort and to predict the sales effect that will result when knowledge grows to given levels through sustained advertising effort," he said.

3. "The creative idea problem.

"From the point of view of research technique, the fact that a different creative approach will produce different sales results merely means that the findings from any one study are limited to the creative idea tested and cannot be generalized to all advertising. From the point of view of management, this is a serious limitation to advertising research because it means that each new creative idea should, in theory, be tested by additional research. As a matter of practice, however, both client and creative management have had considerable experience in evaluating new ideas without the benefit of effectiveness research," Mr. Brown said.

"Moreover, there are several techniques of testing the relative impact of creative ideas quickly and inexpensively so that it is possible to check the new concept against a measured concept without the full apparatus of the experimental design, the before-after surveys, and the allowance for calendar time," he continued.

■ "However, it is important to recognize that because of the variability resulting from different creative ideas, research on the relative effectiveness of alternative advertising media cannot be conducted without a very long period in which a number of creative ideas are explored. And because there is no end to creative concepts, there is no assurance that some creative thought will not occur that makes a particular medium profitable to use.

"All that research can do is to report that with the creative ideas tested to date, the evidence is that the results with Medium A are better, the same, or not as good as the results obtained with the creative ideas tested for Medium B," he said.

"While practical man may reach conclusions about media after a number of creative ideas have been tested, a research man would have to recognize that these conclusions might be upset or reversed by some development from the inexhaustible fund of creative concepts," Mr. Brown said.

4. "The competitor advertising problem.

"The possibilty that the effect of advertising may be offset by a competitor's advertising is of importance only when research on the influence of the level of expenditures is being conducted. In this situation, it is possible that advertising found to be successful in the test situation will not be successful when launched on a nationwide scale because of the competitive reaction it engenders.

■ "In all other cases, the existence of competitors and the fact that competitors may launch new and more expensive advertising is simply the real life situation and is neither magnified nor lessened because of the efforts to conduct research. This is simply another way of stating that measurement and predictions are not likely to be developed to the point where all risk is eliminated from business decisions," he said.

5. "The high cost of measuring sales results.

"It is in this area that the major 'breakthroughs' in advertising research are likely to occur. Because of the very high costs of measuring sales rates through the use of surveys, a number of alternative possibilities are now under consideration.

"One of the more promising methods is to employ a group of markets rather than a group of people and to measure sales rates in the markets by store audits or by warehouse shipments adjusted for changes in dealer inventories. When this is done, whole areas are blacked out or are subjected to new themes or new levels of advertising effort. An increasing number of cities are being set up as test markets for all advertisers so that the costs of measuring sales through store audits can be divided over a number of non-competing firms," he said.

■ "As still another alternative, research men are considering studies to establish the relationship between a change in attitude or change in knowledge and the subsequent change in purchase behavior. Once these relationships can be established, it will be possible to use low cost attitude and awareness surveys to predict the probable change in sales rates. Suffice it to say that this whole problem is under active and serious study and will, in time, be solved for all important commodities or services." ≠

INNER CIRCLE—*These pictures are from a tv film commercial for Peter Pan's new Inner Circle bra which will be shown on "The Legend of Valentino." As a picture of a baby flashes on the screen, the announcer begins, "A gal has to wait about 18 years . . . for a silhouette like this.*

Royal Doulton Goes to D&C

Doulton & Co., New York, has appointed Donahue & Coe, New York, to handle advertising for its Royal Doulton china, character jugs and figurines. Chirurg & Cairns previously handled the account.

Peter Pan Uses Valentino Spec as Foundation for Push

NEW YORK, May 4—Peter Pan Foundations, absent from television for a year, will return to the medium May 21, betting heavily that the movie screen's greatest lover—Rudolph Valentino—still can draw record female audiences.

The specials-minded company will spend an estimated $210,000 on a promotion built around its sponsorship of an hour spectacular, "The Legend of Valentino." The Wolper-Sterling Productions film will be telecast on a non-network basis in 24 markets between 9 and 11:15 p.m. on various days in the week of May 21.

Peter Pan either will repeat the show in the same markets at a later date or run it in a number of secondary markets. The property of Peter Pan for the next two years, the film deals with the life and career of the screen idol, and was taken from movie footage and stills.

Nine leading retailers have bought local tv time around the special. All Peter Pan dealers in markets carrying the show will be supplied with merchandising tie-ins, including window cards, counter cards, streamers, photos and "Sheik" costumes for manikins, the latter based on one of Mr. Valentino's leading roles. The aids will be supplied by Peter Pan's agencies, Ben Sackheim Inc. for bras and girdles, and Altman-Stoller Advertising for swimwear. The commercial was produced by Dolphin Productions.

■ The six commercials on the show will feature the new Inner Circle bra, as well as the Hidden Treasure, Honeycomb and Wireless bras; the Network panty girdle, plus an ad on swimwear.

Peter Pan's heavy promotion of the Valentino show reflects the company's emphasis in recent years on specials in both print and tv. Last March the company ran a ten-page insert on fashions and foundations in *Harper's Bazaar*. The trend started in 1956, when Peter Pan sponsored a telecast of Grace Kelly's marriage to Prince Rainier.

The company's total advertising budget for the first half of 1961 was put at $500,000. ≠

Don Beachcomber Sets N.Y. Push for Its Daiquiri Mix

NEW YORK, May 4—Introduced a year ago in California, Don the Beachcomber daiquiri mix will make its bow May 25 in metropolitan New York, Connecticut and New Jersey.

A month-long ad campaign will use 24 newspapers. A total of $70,000 has been slated for the push.

Don the Beachcomber is a frozen fresh daiquiri mix processed by Sunshine Fruit Products, Los Angeles, distributed here by Wilbur-Ellis Co., and advertised and promoted by Rums of Puerto Rico. Ogilvy, Benson & Mather is the agency. The product is pure lime juice plus sugar, but without artificial flavoring or preservatives. Rums of Puerto Rico said it was not a concentrate.

■ To make the finished product, the user adds white rum and ice. Packaged in 6 oz. cans, sufficient for a dozen or more cocktails, the mix retails from 31¢ to 33¢. ≠

Biorhythm Names Agency

American Biorhythm Corp., New York, maker of scientific health charts, has appointed Metlis & Lebow, New York, to handle its advertising.

Gardner Resigns National, Hitting Rival Presentation

(Continued from Page 2)

the account to competition next month. "Gardner was invited, but won't compete," he said.

■ Walter J. Phillips, National's vp for marketing, said "we regret the termination," and added that "Gardner's decision was premature in that the evaluation and any related discussions with Gardner were far from complete."

One Gardner source said National's new chairman "had some friends" at Foote, Cone. "It was a touchy situation. We got down to short strokes with the account, then hit head-on. Unless there is mutual trust existing between an agency and its client, there's no use continuing," he added.

National Car Rentals is an organization of independently-owned car rental operators. One of these is Hankey-Hillman, which has the National franchise in Los Angeles, owned by Mr. Hankey.

Gardner said that when it acquired the National account in January, 1959, it billed about $375,000. Since then, the agency "worked with, coddled, and babied" the account to where National's share of the car rental market "has increased 200%" as the system added 142 new franchised operations and airport locations."

National's budget was steered mostly toward the traveling business executive, Gardner said, with campaigns in such magazines as *Fortune*, *Newsweek*, *Time*, and *U.S. News & World Report*. Last year it introduced a painted bulletin campaign centered around the nation's airports.

■ Mr. Phillips paid tribute to Gardner, saying that "we feel that the agency has made vital contributions to the accelerated growth which National has accomplished in recent years.

"We also regret that Gardner has declined consideration for selection as our future agency. It was the decision of our board of directors, who represent all the franchised licensees . . . to evaluate our advertising in view of the revised corporate structure and increased scope of operation of our system. (National last month named its first president, Frank K. Scharmatz, formerly vp of licensing.)

Referring to Gardner's announcement, Mr. Phillips added: "We do not feel it is the function of an advertising agency to disseminate to the public any information relating to internal activities of a client, or an ex-client." ≠

Jensen, Major Eyebrow Lead Supplier, Stops Shipments

Jensen's Inc., Shelbyville, Tenn., major supplier of leads for eyebrow pencils, has informed the Food & Drug Administration, that it is withdrawing all products containing non-permitted colors (colors the FDA maintains have not been proved safe for use around the eye). Last week, the FDA began seizing shipments of eyebrow pencils using the non-permitted colors (AA, May 1). Hazel Bishop, Maybelline and Willsam Sales Co., a major distributor, have also informed the FDA they are recalling the disputed products.

Meanwhile, the FDA has continued seizures involving Helena Rubinstein Inc., Revlon Corp., Avon Inc., House of Westmore, Yardley of London and Theon Co., and seizures were in process against products of P. H. Kreuger, Lander Co., Aversa Martin and Connecticut Pencil Co.

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Source: Nielsen Media Service, 1960

LIFE

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